PRINTERS'

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

PANTON PROTECTION OF THE PANTON A COPY

lor CVII. No. 2

NEW YORK, APRIL 10, 1919

How 20,000 women go to school at home

Organized only three years ago, the Woman's Institute of Domestic Arts and Sciences, Scranton, Penna, is today the world's largest school for women, having a membership of more than 20,000, with hundreds joining every week. These women live in all parts of the globe. Yet every one of them either is learning or has learned dressmaking, millinery or cooking successfully, right in her own home, through the Woman's Institute.

Advertising—and advertising alone—sold these 20,000 women, of all ages and in all circumstances, the idea of preparing themselves to be efficient and

successful in various special branches of woman's work.

From the very first the Woman's Institute has been a client of Advertising Headquarters. And the close cooperation of our highly specialized organization with the management of this great school resulted in a direct-mail campaign which quadrupled the returns from Woman's Institute advertising during the latter half of 1918.

We are not ordinarily regarded as a mail order advertising agency. But in this as well as other branches of publicity, our fifty years experience in successfully solving all kinds of selling problems, gives us a distinct advantage in rendering efficient service to our clients.

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Farmers are Behind on Orders

"This is a hungry world." That is what Frank Vanderlip said in a recent address to the woolen manufacturers.

The demand for farm products is away beyond the supply.

Yet 1918 produced a yield in crops and animals having an estimated valuation of 24 Billion 700 Million dollars. 3 billion more than 1917 and 100% increase over 1915.

The leading farmers will be abundantly able to buy anything they want and what they buy largely determines what other farmers buy.

THE STANDARD FARM PAPERS reach over one million leading farmers.

The Standard Farm Papers

(Over One Million Farm Homes)

Sell a Standard Farmer and you sell his neighbors too

Prairie Farmer, Chicago

Botoblichod 1841
Pennsylvania Farmer

Botoblichod 1880

The Breeder's Gazette

Betedliehed 1881

Hoard's Dairyman

The Ohio Farmer
Beloblished 1848

The Michigan Farmer

Western Regresentatives STANDARD FARM PAPERS, INC. Conway Bldg., Chicago Progressive Farmer

Batshlehed 1888

Birmingham, Raleigh

Memphis, Dallas

The Wisconsin Agriculturist

Batshlehed 1877

Pacific Rural Press

The Farmer, St. Paul Retablished 1883 Wallaces' Farmer Retablished 1885

resentatives

Eastern Representatives

RM PAPERS, INC.

,, Chicago

381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

Issued wee Publishers, June 29, 18 Vol. CV

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

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NEW YORK. APRIL 10, 1919

No. 2

Plussing a Sale to Clinch It

"Obvious" Things That Account for Successes

By Ray Giles

[Entroxial Norts—The added inducements—or the things that "plus" as sle—are, as Mr. Giles hints, often the most obvious. Perhaps we should say they are the most obvious to the manufacturer and hence, like most familiar things, often lose their freshness. Consequently they are frequently overlooked. The suggestive quality of Mr. Giles article is therefore not alone in the advice that you may artificially create some novel feature to "plus" the sale, but that this feature may long have existed without your knowing it.]

WAR caused wides pread standardization of goods. One of the first things which Uncle Sam did was to cut down the number of locomotive types. Automobile plants were put onto standardized motor trucks and airplane engines. Steel mills rolled standardized ship plates and produced standardized corrugated roofing.

The Big Customer even demanded standardized canned beef, beans and condensed milk.

Immense quantities of standardized woolens were cut into clothes. Patterns were limited, shoe models were standardized and cut down in number.

Once experiencing the manufacturing benefits incidental to the production of standardized goods, many manufacturers will hesitate to give them up. Called in to help out the sales, the advertising man scratches his head in the search for "points of difference."

All of which suggests the fol-

lowing:
When I was a little boy, Mama used to take me semi-annually to Ferdinand Kramer's on a Saturday night. Our object was to get me a new suit.

Inside the breast pocket of the new coat there were always a couple of loose squares of cloth. These came in handy later on when the panties entered their Reconstruction Period.

Also, there were three or four buttons basted to the patches. These replaced any buttons on the suit that cracked or got lost along the wayside.

Ferdinand's patches outmeasured common patches and were invariable comrades to the suits he sold. That was one reason why we always went to him.

Then like as not—this being a real Saturday night—we went to the shoe store. And inside of those shoes with their glittering patent leather toe-caps, Old Man Dodd slipped an extra pair of laces or a button-hook, as the case might demand.

Maybe we stopped at the grocery store before returning home. And after the weekly bill was paid, one of the two brothers who ran the place would reach into the cracker case and come out in front of the counter, saying, "— and here are some animal crackers for the little boy!"

Such were my earliest experiences with the plussed sale. I am fascinated by the lasting quality of the good will I still feel for those small-town merchants.

Plussing a sale to clinch it is far from being a novel idea. But it is such a sure way of building good will and extending sales that some examples of to-day are distinctly worth looking at.

To the average man all soft

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hats at a given price look alike in material and finish. Men's hats in general are pretty much stand-

ardized.

But one soft hat—the Mallory—enters with a plussed hat, and for the first time the retail salesman has something more to say than the standardized remark, "That looks fine on you." He plusses his conversation by telling that the hat has a Cravenetted finish and won't spot or get wilty in the rain.

Again, shoe manufacture is highly standardized. The same machinery is used by all. No one has any particular bulge on the leather market. Designs cannot be patented. Probably no article in common use is so standardized.

As a step toward plussing their shoes in the mind of the purchaser, one shoe manufacturer, Lewis A. Crossett, Inc., has for two years sent out with each pair of shoes a folder entitled, "The Care of a Pair of Shoes." Inside are printed ten different ways in which the life of the shoes can be lengthened. Very favorable comment has been made by both the wearers and the trade.

Best & Company, of New York, send out a congratulatory letter when children of their acquaint-ance have a birthday, printed in imitation long-hand. Was it just a coincidence that the letter sent recently to a boy newly arrived at eight years pictured a birthday cake with eight candles? Isn't this building good will among the

rising generation?

PRINTED MATTER TURNS THE TRICK

The automobile tire is another product which is highly standardized,

But up in one of the branch houses of a big tire company stands a large rack. It is filled largely with small folders which show how to avoid common tire troubles. One folder tells how to heal cuts; another describes how sand blisters come and what to do about them. Other folders deal with other troubles.

This illustrates what is probably the most common way of plussing a sale. The goods sold are accompanied by or followed by advisory literature which tells how to get the most service from

the product in use.

The countless recipe bools which are given with food products are plusses of this kind. One novel and inexpensive way of providing such recipes is practiced by a raisin grower. Instead of enclosing a booklet in his packages, he has utilized the inside of the box. On this surface—left ordinarily blank—the recipes are printed. As the box is opened his "plus" strikes the eye.

For some time purchasers of Kodaks have been receiving a monthly magazine, "Kodakery," which is mailed to them free of charge during the first year that

follows the purchase.

A publication with a similar purpose is the "Ford Times." This fairly ambitious magazine has been mailed to purchasers of Ford cars. Besides containing much useful information, it also heads thought toward a new flivver as the original one grows old.

An interesting and highly successful "plus" is that of a Chart of Recommendations used in advertising and selling Gargoyle Mobiloils. The oils alone would establish sales and a reputation, but the scientific chart service has helped to clinch both the sales of the oils and the standing of the company back of them.

Other advisory literature includes children's clothes plus washing directions, paints plus books on how to use them, seeds plus

gardening books, etc.

The second way to plus a sale in order to clinch it consists of adding a piece of printed matter to the product which tells the purchaser what a wise chap he is to have bought this particular merchandise. Or this message may be printed on the container.

In mastering the art of pipesmoking I remember that several of my serious-minded group of beginners favored Arcadia Mixture. It is perhaps ten years since I have seen a box of Arcadia, but if I remember rightly, it was Gr

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Group Advertising

"Association" or group advertising is proving an effective bulwark in many lines of industry. To meet certain problems there is no better kind of educational work than "a strong pull and a pull all together."

A specialized kind of advertising it is, too—not only in the production and execution of a campaign, but in the early stages when the group structure is not thoroughly cemented, and the advertising agency must serve as the keystone of its endeavor.

It has been our privilege to sit in from the beginning on several enterprises of this character—and incidentally to see them through to their fruition.

THE H. K. McCANN COMPANY

Advertising 61 Broadway, New York CLEVELAND SAN FRANCISCO TORONTO MONTREAL

marked with the words, "You may not be found worthy to smoke Arcadia Mixture." So, although I had a P. Albert purse at the time, I kept on buying Arcadia in order to prove my worthiness.

Only the other night I brought some union suits home and found on opening them, a booklet containing some reminiscences of the venerable head of the mills. The net of the text was that the underwear man had been impressed as a boy always to "do things right"—and he admitted in a nice way that he had gotten the habit. I thought in the store that I had made a good purchase, but after reading the booklet I was still more sure of it.

A prominent clothing manufacturer was induced some years ago to put in the inside breast pocket of each suit a folder. The title was simply "Why you will like this suit." Reasons were given showing that very good materials, workmanship and designing skill had gone into the garments.

But up on a farm I heard one of the most interesting plusses to the sale of a phonograph record. On the back of the high-priced disc was a beautiful staccato baritone speech about "Madame Some-bo-dy, who af-ter gr--reat success in Lon-don, Pa-ris and the Ar-gen-tine, had cap-ti-va-ted the ex-act-ing au-di-ence of the Mctro-pol-itan by her op-u-lent singing in Eye-eec-da!" Just like that. Then my farmer friend turned over the record and we heard her sing, and maybe she wasn't opulent!

Simply as a matter of common sense, it is surprising that more products are not imprinted with words that will further prejudice the purchaser in their favor as he puts them into use.

No "plus" could be simpler.

PRODUCTS PLUS AFTER-SERVICE

A third division of this subject we may call Product plus afterservice.

Riding in a train some weeks ago, a stranger told me of an automobile experience which illustrates this point. He had been surprised one day to receive a telephone call from a man who announced himself as "the traveling inspection man" for one of the well-known automobile companies. The inspector said that he was a factory representative and wanted to look over the owner's car.

The owner replied that everything was fine, that he appreciated the attention, but the car was up at his country place.

The inspector persisted, saying that he would make the added trip as it was part of his job.

The inspector made the trip and after a few adjustments left the car operating in a way that further delighted the owner. As the owner related the incident, pride of ownership sparkled in his eyes and it was plain that here was another sale which unexpected plussing had clinched.

A piano plus free tuning for a year is another example of goodwill building.

A gas engine plus installation and inspection is another.

A motor truck plus free repairs for one year is another.

A life insurance company gives free "health examinations" each year to its policy-holders.

One tire company offers to keep all tires sold by it in repair as long as the tire is worth the attention, the repairs—abuse excepted—being made without charge.

The man who conceived the idea of a cigar plus a band not only decorated the citizens of America but surrounded his product with added lustre as well. At all events, a band about a cigar has become a distinct help in clinching the sale.

Nor is it vainglory that puts the better chocolates in fancy boxes lashed amidships with fine ribbon.

The orange wrapped in tissue is a plussed orange.

The standardized product may stand apart by virtue of a special coat of paint.

A hat plus a Dobbs hatbox picturing Fifth Avenue on its circumference comes also to my mind, as a real-estate dealer in my village has one of these box

71 1 %

of the paid-in-advance subscriptions received by

NEEDLECRAFT MAGAZINE

during the month of February were from Needlecraft Magazine subscribers.

This is best proof of the slogan of Needlecraft Magazine, that

"One Woman Tells Another"

No special offers or unusual advertising urge were employed. The significant fact for National Advertisers, is the tribute to the



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fundamental strength of the magazine among American Women and that "One Woman Tells Another."

We have secured 29 new Advertising accounts in the last four months a further significant testimonial.

Member of A. B. C.

bodies flattened and framed in his window as proof of social stand-

ing.

Good will is also secured by plussing the original purchase with another article that goes appropriately with it.

Examples: Tobacco plus box of matches. Derby plus brush.

Suit of clothes plus hanger.

Shoes plus shoe horn.
In each of these cases the "plus" bears the imprint of the retailer, thus advertising him to the purchaser long after the product bought may have been used up.

Premiums, coupons and trading stamps also come under this head-

ing.

Some time ago I bought a textbook which had been prominently advertised. Two or three months afterward, the publishers sent me as a gift a small book which gave additional matter along the lines covered by the original purchase.

Several tractor companies, believing a certain brand of lubricating oil to be the best for engine lubrication, plus each tractor sold with a five-gallon can of that oil in order to give the machine the right start in life.

THE GREATEST PLUS OF ALL

As I write, the loud ticking of a clock made in 1862 reminds me of the greatest plus of them all—the combination of two elements which open up a brand new market.

For this clock is a clock plus an alarm—and as far as I can

find, one of the pioneers.

With the wider standardization of goods brought about by the war, plusses of this kind will be needed more and more to enable one product to stand apart from the approximate duplicates put out by rival manufacturers.

Think of the markets opened up

by such products as:

A watch plus a wrist strap.

A watch plus an illuminated

Automobile lenses plus nonglare devices.

A pocket pen plus an ink reser-

Flour plus ingredients to make pancakes.

Flour plus ingredients to make it self-raising.

Oatmeal plus factory cooking to save two hours' cooking at home

A razor plus safety. Matches plus safety.

Tires plus non-skid treads. Shoes plus rubber heels.

Overcoats plus rainproofing.

To say nothing of a coffee cuplus a mustache guard, ham plu eggs, liver plus bacon and comel beef plus cabbage!

The first automobile manufacturers who plussed their cars with complete equipment certainly

clinched sales.

So did the man who plussed the convenience of the loaf form to

sugar.

As I have written, I have sereral times been glad that my percil was plussed with an eraser. It was not always thus.

Let us rise in unison to give thanks for the sock plus a rein-

forced toe and heel.

Great days are ahead for salesmen and advertising men.

As usual, the best plussed product will have the least to worry about.

Kodak Employees to Have Stock

Ten thousand shares of common stock having a market value of six millios dollars will be distributed among older employees of the Eastman Kodak Cospany as a gift from George Eastman. This stock is to be sold at the par value of \$100 a share, on an easy payment plan. The proceeds, amounting to \$1,000,000, will be placed aside for the employees' welfare fund. The company itself has agreed to set aside a like amount of its unissued common stock is be sold at par to the newer employees at they become eligible through length of service

Patchin With J. P. Morgan

Ira Patchin, formerly business manager of Asia, New York, is now with J. P. Morgan & Company, of the same city.

Williams & Cunnyngham Have "Bull Durham" Account

The Bull Durham tobacco advertising account has been secured by Williams & Cunnyngham, Chicago.

Brooklyn sent 100,000 Men to France.

They are now coming back.

So, also, is the circulation of the Standard Union, raised from one cent to two.

ave

These returning men will read this newspaper, no matter how much it costs.

When Selling Methods Cannot Be Standardized

The Whimsical Human Can't Be Sold Through Exact Laboratory Methods

WINCHESTER REPEATING ARMS Co. NEW HAVEN, CONN.

Lditor of PRINTERS' INE:
Through your Advertising and Research Departments, you, no doubt, have come in contact with various mercantile organizations who have given serious

come in comparizations who have given thought to:
Fundamentals of window-trimming.
Fundamentals of show-case display.
Fundamentals of stock display.
Fundamentals of consumer service.
We are desirous of securing all information with relation to the training of retail, sales clerks in the principles of better merchandising methods, and would appreciate any information you can give us as to the names of books, correspondence courses or reading courses which deal with these subjects.

R. W. PORTER,
Sales Engineer.

MR. PORTER has given us a neat little assignment. For over thirty years PRINTERS' INK has been engaged in telling about the fundamentals he mentions. We hope to go on describing them for the next thirty years and then some. It is a never-ending job. As long as business lasts and the distribution of merchandise is a necessity, new methods of selling goods, of displaying them and of making them serve the consumer, will be discovered. Hence it would be impossible to give any sort of an adequate reply to Mr. Porter in the space of one short article.

There is one point, however, suggested by this inquiry that should be discussed. That is, the danger of assuming that the sell-ing of merchandise can be re-duced to cut-and-dried methods. This often happens when too much dependence is put on fundamentals. Of course, there are fundamentals—many of them, and more are being discovered right along. Heeding these basic rules is important, but it should be observed that these fundamentals are principles rather than meth-Principles can be pretty well standardized and reduced to a formula. Methods can, too,

but it is not always safe to le the standardization of them a too far.

For instance, in making window exhibits there are certain established principles, such as having the display in balance, the necessity of having the colors harmonize, etc. All trained display men observe these principles insofar as they can, but when it come to methods, each individual is likely to use widely varying ideas Of course, the methods they use may be similar. If one man discovers something new that seems to be effective, it won't be long before many other window trimmers will be using much the same idea. All progress, whether in window selling or in anything else, is made in this way. Some one with more initiative or more resourcefulness than the rest thinks of a new way of doing a thing. He acts on the thought

ADVANCE BY SEEKING NEW PROCESSES

Shortly others imitate his meth-

ods and thus the standard of prac-

tice in that field is carried an-

other step forward.

Where there is too much worbefore fundamentals, shipping there is danger of concluding that all that is to be known about a thing is already known and that to succeed all one has to do is to stick to the beaten path. Stick-ing to what has been found to be good is, of course, advisable, at least until something better has been discovered, but in addition to that there should be a constant reaching out for ideas that may improve the fundamentals.

great business-builden are urged on by discontent. They are never quite satisfied with their methods. They are always experimenting with ideas, discarding those that fail, retaining those that work. They realize

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THOMAS' REGISTER OF AMERI-CAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

It is not a free distribution scheme depending solely upon advertising for support, but aims to completely list all manufacturers, irrespective of patronage. It represents a cost of \$75,000 more than would be possible if distributed gratuitously.

More than 17,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. They all wanted it, ordered it and paid for it, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year.

THOMAS PUBLISHING COMPANY

129-135 Lafayette St., New York City

BOSTON CHICAGO SAN FRANCISCO LONDON
Allston Sq. 20 W. Jackson Bivd. 311 California St. 24 Railway Approach

that if their methods are not occasionally improved upon they

will get stale.

Business is a problem of adaptation to ever-changing conditions. The hundreds of articles which Printers' Ink publishes every year illustrate this. Most of these are an account of how old principles have been twisted around to suit new situations or how old ideas have been applied to new problems. Conditions are always in a state of flux. The fundamentals of business procedure may not vary much, but the methods of applying them must be changed constantly to keep up with the flux of conditions.

This may sound very philosophical, but it is nothing but common sense. It must be remembered that in selling goods and in advertising them, we are dealing with the human element. Humans are so volatile, so subject to a hundred and one subtle influences, that any relation with them, whether social or commercial, cannot be reduced to an exact science. The whimsical human will always introduce enough uncertainty into the transaction to make it always necessary for advertising men to keep on thinking of new ways to feature their goods. Man doesn't stay "put." Therefore, selling methods cannot be allowed to stay "put."[Ed. Printers' Ink.

S. C. Dobbs In Re-employment Service

The Chamber of Commerce of the United States has established a bureau at its Washington headquarters to assist in placing in employment returning soldiers and sailors. The committee that will direct the work of the bureau is headed by Samuel C. Dobbs, of the Coca-Cola Company, Atlanta, Ga., as

chairman.

Local commercial organizations have been requested by Colonel Arthur Woods, assistant to the Secretary of War, to establish soldier replacement divisions at once. Returning soldiers will be placed, if possible, with their former employers, and if this is impossible, an effort will be made to get them a place with other local concerns. A report of each non-resident soldier looking for work will be made to the placement division of the Chamber of Commerce of

his home city, and upon the receipt of assurance that he will be taken care of arrangements will be made for his re-

arrangements will be made for his return.

"Tocal jebs for local men' ahouid be the slogan used with and by the enployers," says the report of the control committee, "in order that the returning soldiers may be impelled to redistribute themselves throughout the coutry in the ratio in which the man power was withdrawn for military purpose, thus bringing into immediate operation the maximum reabsorbing capacity of the whole nation."

Large Gathering at Atlas Dinner and Show

There were over 500 members present at the dinner and minstrel show given by the Atlas Club on April 1 at Chicaga. More than \$2,500 will be given to the Off-the-Street Club, an organization for advancing the welfare of children, from the proceeds of the entertainment.

To Address Advertising Women

Col. Barrett Andrews, advertising manager for Pathe phonographs, will address the League of Advertising Women, of New York, on April 15. Miss Belle Vinick, of the Aladdin Products Company, will tell of experiences with saleswomen.

La Bree With New Export Corporation

Benjamin La Bree, Jr., sales promotion director of the Parsons Trading Company, New York, has resigned to become vice-president of the America Paper Exports, Inc., a combination for export trade of American paper manufacturers.

Burroughs Re-employs Six Service Men

Six service men have returned to their positions in the advertising department of the Burroughs Adding Machine Company, Detroit. They are L. T. Kellogs. B. D. Jennings, D. B. Kirk. E. M. Pit tenger, W. D. Humphrey, W. F. Holliday.

New Advertising Manager for the "Hub" in Chicago

J. S. Greenwalt, formerly with S. L. Bird & Sons, Detroit, has been appointed advertising manager of Henry C. Lytton & Sons, the "Hub" store, Chicago.

Orman With "Leslie's"

Felix Orman has become associated with the advertising department of Leslie's Weekly, New York.

Introducing Mr. Fruit Grower

A new type of business man—a potent factor in the commercial world. Do you realize his crops last year brought him nearly \$1,000,000,000? He is keen, wide awake and ever on the alert for new ideas and comforts.

The American Fruit Grower is his guiding light on all subjects, and through this medium you can solve your selling problems.

The American Fruit Grower is the only national fruit journal in the country.

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Editor ROBERT B. CAMPBELL, Publisher

> R. S. McMICHAEL, Eastern Manager 280 Madison Ave., New York City

Advertising Representative
JOHN M. BRANHAM COMPANY

Chicago Mallers Bldg.

Detroit Kreege Bldg. New York

St. Louis Chemical Blds

Atlanta Candler Bldg

Roy Ring, Minneapolis

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— building a business on the shreds of a rock

"WHAT looks like a rock, feels like a rock and is as soft as cotton?"

For about fifty-seven years the Johns-Manville Company has been answering this Sphinx's riddle by the word—ASBESTOS.

Asbestos, which comes from the earth in hard, heavy, rocklike lumps, is resolved into soft, weavable shreds and fabricated into protective roofing, fire-proof clothing, fire-proof and heat-proof insulation, non-burn brake lining and many other products which conserve energy and property.

But the conservation idea behind asbestos was never really nationalized until it, was nationally advertised.

Johns-Manville advertising has not only sold the idea, but it has largely increased the contribution of asbestos to the cause.

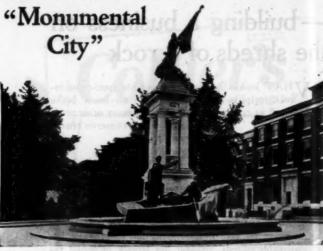
"Because Collier's chief purpose is the nationalization of ideas," says a letter from the Johns-Manville Company, "it has played a leading part in Johns-Manville advertising. It has a definite place in our sales plan and will be one of the strongest factors in our 1919 campaign."

Collier's

J. E. WILLIAMS, Advertising Manager

More Than a Million a Week

Baltimore Is Called the



Monument to Francis Scott Ke

QUICK to recognize achievement Baltimore has freely commemorated it. Nearly fifty monuments and statues in various parts of the City bear witness not only to the esteem in which Baltimore holds men who do things but, including its present civic center development, with its projected memorial to Baltimore and Maryland heroes of the great World War, involving a cost of several millions of dollars, Baltimore's monuments at once become one of its most forceful proofs of purchasing power.

To reach a community with the money to beautify its surroundings and the spirit to memorialize its heroes—to reach nearly every home in this great community—to reach these homes IN THE EVENING, unquestionably the better time for retentive reading—to have your message in the same medium with late, dependable Associated Press dispatches, which no other Baltimore evening paper has—to reach more readers at a lower cost per thousand and without duplication—these are only a few of the things you accomplish with a campaign in The Baltimore NEWS.

If you want analyses, surveys or other information on which to base your campaign in Baltimore you will get a prompt, accurate response from

The Baltimore News

Over 100,000 net paid Daily and Sunday The News Goes Home and Stays Home

DAN A. CARROLL

Eastern Representative

Tribune Building

New York

I. E. LUTZ

Western Representative

First Nat'l Benk Bid

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Dangers That Beset the Exclusive Agency

Especially the Agency That Is Chosen at the Salesman's Discretion-How Competition Undermines the Whole Situation

By Bevan Lawson

Marketing Manager, E. R. Squibb & Sons, New York

IN a recent article in PRINTERS' INE, C. B. McCuaig very interestingly described some methods of preventing exclusive agents from "going stale."

This is indeed a problem to manufacturers whose distribution is largely or wholly dependent upon appointed agencies, but there is a parallel phase of the question which applies more particularly to those who operate their business along a plan of general distribution, but who encounter here and there a situation that seems to offer better opportunity for distribution through a special concession to an individual dealer.

Some products are of such nature that they must necessarily be through agencies, but these are usually so important that not only are the agents kept continually at the peak of their endeavor to win an uninterrupted profit, but the manufacturer also has an organized system of control that enables him to exercise selective option.

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Other products, more particu-larly of the specialty kind, are not so sure of the general demand created by staple lines, and sale must therefore be found for them in retail stores which handle products not always similar in character to the specialty in question.

The manufacturer usually prefers to market his product through competitive channels, yet in some instances he may consider it desirable occasionally to appoint an individual agent to introduce the sale of his product in certain com-

Some manufacturers allow their more experienced salesmen to use discretion in conceding exclusive representation to dealers in lo-

calities where such a course seems to be the most desirable. In many of such instances the size of the first order is the measure of its acceptability to the house, especially if it originates from a district that has been hitherto unproductive.

BY IMPLICATION CUTS DOWN SALES-MEN'S TERRITORY

Sometimes the consideration takes the form of a promise by the manufacturer's representative not to call on other dealers in the neighborhood, and this stipulation is thereafter regarded by the local merchant as a moral agreement, and develops into a virtual recognition of exclusive agency if it extends over a period

Such quasi agreements are very easy for the salesman to make, and indeed they commonly serve their purposes for the time being, but if habitually winked at in the home office, they narrow down a territory considerably and make later visits to such points very expensive, especially if the goods should move slowly.

The latter situation is commonly encountered in the smaller towns. A salesman drops off the train, and after looking the town over, he decides to concentrate his effort on the most likely-looking prospect in the town, and, between trains, as it were, he secures a fairly good order that he sends in to the house, carrying with it the condition of exclusive agency, and his own satisfactory reason for making the concession.

Any one of the foregoing circumstances entails a one-sided agreement whereby the manufacturer is thereafter obligated to refrain from approaching other

merchants within a certain area.
The only condition of mutuality
usually foreseen by the traveling
salesman is a promise from the
retailer to "push" the product.
No matter what the extenuating

No matter what the extenuating circumstances may be, when once such a privilege is allowed to any salesman, a precedent is established for similar deals elsewhere, and ultimately a network of exclusive agencies will become dotted all over that man's territory, and at such points progress is limited to the activity of the

agents so appointed. This leads to certain complication if the manufacturer also distributes his line through jobbers, for other local merchants can easily obtain current supply from the wholesaler, and then the tradesman who thinks himself entitled to exclusive representation becomes irritated and disaffected. Even where the product is notobtainable from the jobber, it is possible for competitive dealers to obtain stock through their friends in neighboring towns and the same confusion of interests is brought about.

I was once sales manager of a nationally advertised line that would properly be classified as a hardware specialty, but because of its utility to men, and its availability as a suitable present for men, it also found sale in drug stores, sporting goods stores, jewelry stores, and in fact in any high class stores that special-

ized on novelty items.

Under no circumstances whatever were my travelers permitted even to discuss exclusive representation anywhere, but the question was always being advanced by them whether to have one store in a smaller town which would concentrate on that article, than to make it less interesting for such a likely prospect by selling smaller quantities to competitor merchants in that same neighborhood.

The argument is a sound one, and whether a sales manager concedes it or not there are always salesmen who use just that discretion. Nor am I condemning it

as an occasional solution of a difficult situation, but it is interesting to note the general result after thorough investigation of countless instances where the idea was allowed to germinate.

Admitting that the traveling salesman has picked out the most aggressive dealer in the town, with the best location and the livest bunch of clerks behind his counter, the way that it often works out is that only while the article is novel or while the sales are profitable does the movement from that store prove wholly satisfactory. The dealer may perhaps advertise in his local newspaper and make frequent displays of the product in his windows, but this also inevitably attracts the attention of other traveling salesmen, and word goes out that this particular dealer is making a notable success with that class of merchandise. Then competitive manufacturers swarm down upon the dealer with all their selling arguments plus the proof, which the dealer must admit, that there is established demand for such goods in that district, and the dealer is thereupon persuaded to widen his range. Thus the manufacturer who has originally conceded exclusive representation in that store finds at a later date that his special agent is loaded down with a competitive assortment that allows only a proportionate attention to be given by the dealer to the pioneer line.

SCATTERED SHOTS AND FEW SALES

Furthermore, the retailer himself is sometimes puzzled by the fact that the sum total of his sales in that classified product are less, possibly, than when he was selling only the one brand, in spite of the fact that he is now handling a wider assortment of that product. He expected to develop a regular department for that class of merchandise, but is disappointed with the volume of ag-gregate sales, and he finally decides that the whole line is outside of his general business and after all is not of sufficient consequence to continue.

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The real reason for the fall-off in total sales may generally be traced to the fact that where the dealer's clerks first concentrated all their effort on the sale of the single specialized item, and were enthused by the recurring visits of the salesman who instilled them with a single selling impulse, their interest and effort becomes less urgent when scattered among different brands of the same article, and aggregate sales thereafter suffer because of that very division of sales attention.

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When this situation is reached remedy is very rarely to be found after the fact. To foresee such a possibility is very often to prevent it, provided that the salesman is shrewd enough to guard against the likelihood that the dealer will surely succumb to persuasion when a swarm of competitive salesmen commence to gather where the honey seems to

It is, of course, inadmissible that merely because a retailer buys a certain item for the first time, he should thereby lose the privilege to add a variety of similar products if he is so inclined, but at the same time there should be an attempt at some kind of understanding when a salesman grants exclusive agency on a virgin territory, and he should seek

to obtain some assurance of specialized representation on the part

of the appointed dealer. At the very least it is part of good salesmanship to forewarn such a dealer against loss of interest in a profitable article if its individual merit is confused by association with cheaper or inferior products in the same class. The fairest flower that blows is sure to be choked by weeds if there are enough of them growing close by.

Sawyer Biscuit Company Introduces "Crispo"

The Sawyer Biscuit Company of Chicago has started a good will consumer campaign in behalf of its product, "Crispo." Copy now is being placed in newspapers and general magazines by the Wm. H. Rankin Company. This will be supplemented by posters.

Atlantic City Newspapers Sold

The Doily Press and the Evening Union, Atlantic City papers, owned by Gov. Walter E. Edge, have been sold to the Press Union Publishing Company of Atlantic City. The officers of the company are men who have been identified with the publications for years. Albert J. Feyl is president, Paul J. O'Neill, formerly in charge of Gov. Edge's advertising interests, is secretary and treasurer, and Francis E. Croasdale, former editor of the Press and secretary to the Governor, is vice-president. president.

president.

The Evening Union was until a few days ago managed and edited entirely by women. This arrangement, however, proved to be a failure. It is said the women editors and reporters lacked "news sense."

Julian Gerard Resigns from Hearst's Properties

Julian Gerard has resigned the positions of financial manager of the Hearst properties and treasurer of the Star Company, which publishes the New York Americas and Journal.

J. D. Bogart, publisher of the Boston Americas, succeeds Mr. Gerard as financial manager, and J. A. Moore becomes treasurer of the Star Company.

Mr. Gerard has not as yet announced his future plans.

C. A. Hughes Returns to "Post-Intelligencer"

Charles A. Hughes has been appointed business manager of the Seattle Post-Intelligencer. He has been associated of late with the Los Angeles Express.

Mr. Hughes was with the Post-Intelligencer on two previous occasions, serving as business manager from 1908 to

Gerstner Manager of Oil Products Company

Robert R. Gerstner has been ap-pointed manager and manufacturing chemist of the Oil Products Company, Inc., New York. Before enlisting in the U. S. Army he was with Crusellas & Company, Havana, Cuba.

J. F. Oberwinder Returns from France

Maj. J. F. Oberwinder, vice-president of the D'Arcy Advertising Company, St. Louis, has returned to St. Louis after serving more than a year with the American forces in France.

Whigham Controls "Metropolitan"

H. J. Whigham has acquired full fi-nancial control of the Metropoliton Magazine. He has been editor and pub-lisher of the magazine for the past eight

Urges Advertising to Combat Bolshevism

Arthur Duan Points to the Weapon of Misdirected Education Which Has Become a Menace in the Hands of Lenine and Trotzky—The Truth Will Prevail, if It Is Made Known

IN a speech at the New York Advertising Club, on April 3, Arthur Dunn, business counsellor and former vice-president of the United Cereal Mills, issued a call to advertising men to become part of a movement to spread education as an offset to Bolshevism.

At the start of his speech, Mr. Dunn conducted a voting contest to discover the judgment of his audience as to the most successful salesman in the United States. Henry Ford, Charles M. Schwab and President Wilson received the greatest number of votes, but according to the speaker no one picked his choice, who is Billy Sunday. The speaker pointed out that the greatest sales problem in the world to-day is the sale of true education to both the workers and manufacturers.

After pointing out some of the inequalities which are at present conducive to the spread of radicalism, Mr. Dunn said that the remedy for the present situation is immediate and widespread education through advertising.

"Goods are of no value unless exchanged," he declared; "the producers of the world must produce enough for themselves and the men in non-producing lines. Bolshevism would destroy the civilization built on the Ten Commandments, would produce by vicious and ignorant energy instead of intelligent directed energy. The competing salesmen, Lenine and Trotzky, are brainy men. They do not despise the working man, thinking his education of no value, but teach him political economy of the wrong kind. It is in shutting our eyes to the educational work being

carried on by our competitors that the present danger to civilization lies.

"A certain element in labor when dissatisfied with present conditions, has tried to find remedies through the strike, sabotage, shorter working hours. All these methods are wrong in that they tend to cut down production without which prosperity is impossible. Cutting down production, works around in a vicious circle, cutting down welfare and prosperity in direct proportion.

"Through advertising we can teach the workingman that prosperity and production go hand in hand. The leaders of the cult in Russia have told their followers that Bolshevism will fail unless production increases. What are we doing?

EDUCATION NECESSARY BOTH FOR EMPLOYER AND EMPLOYEE

"The workingman is not the only one who needs education; the employer needs it as badly, if not more. We must teach the employer of men that labor must have a greater share in the prosperity it helps to produce. We must show the employer that the man who works for him is entitled to a minimum wage which shall give him enough to live on and something over. We must make the employer see that a new We must economic system is coming, that co-operation, not competition, will rule the industrial life of the future.' Competition was the habit and invention of the savage cooperation is modern and more efficient.

"When you return to-night to your home and all that it means to you, realize that there are men in the world who would destroy it and the principles which make home life sacred, realize that these men are using modern sales methods to secure followers for their creed, then go out and get busy, urge all men in the publishing and advertising business to give their thought and their effort to offsetting the spread of these ideas by education and advertising."

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Philadelphia

is the Third Largest Market in the United States for

Paints and "Clean-up" Materials

Nearly 400,000 homes and about sixteen thousand manufacturing establishments in Philadelphia are due for "spring house-cleaning."

"Clean-Up Week" is always a great event here.

Most of Philadelphia's homes are owned by their occupants, and pride of ownership is a great spur in keeping them spic and span.

Painting, scrubbing and scouring, and the overhauling of Philadelphia's homes and factories uses up tons upon tons of materials.

What proportion of this concentrated demand will go into the stores of Philadelphia and ask for your brand?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody reads-

The Bulletin

Net paid average 450,696 Gopies for February

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.

No prize, premium, coupon, or other artificial circulation stimulation methods, have ever been used by The Bulletin.

One of the THREE **LEADING NATIO**

600,000 subscribers will be guaranteed to advertisers beginning with the September number. Rates will advance from \$2.50 to \$3.00 a line.

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Fditorial L'PULL"

Good publications, with a good sound reader interest, have a spirit and character distinctly their own. Farm Life holds the affections of its readers by the kindly, neighborly, "farm-life spirit" that runs through its columns. It is the friendliest of farm papers. It is truly wholesome and typically American.

The everyday interests of the farmer—crop improvements, stock raising, the business of farming, the problems of the farm home and community, such topics as the recent Butter panic and the New York Milk Strike are handled ably and vigorously in every issue in a simple, human, interesting style, with an occasional glint of fresh spontaneous humor that holds the reader's interest from cover to cover. Not'a dull page, not an article without a kindly, helpful suggestion.

This is the "Editorial Pull" that brings so many volunteer subscriptions and letters to the editor, The Pull that makes Farm Life pay advertisers. Farm Life is growing faster than any other farm paper. It is a full-blooded, cheerful magazine that naturally attracts full-blooded, cheerful, prosperous readers.

Dip into Farm Life and see for yourself. Write for a copy and advertising literature.

C.a. Taylor.

Publisher.

John M. Branham Co., Special Representatives, New York, Chicago, St. Louis, Atlanta, Detroit

Farm Life

March Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertising for the month of March, 1919.

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In Nearly Every Important Classification

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by The Advertising Record Company, an independent audit service subscribed to by all Chicago newspapers)

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Hang On to Old Copy When Has Proved to Be a Winner

Following the Pay Veins in Copy

By S. E. Kiser

HOW is it possible for an adver-tiser to get the kind of copy that will bring him the best possible results? A fortune might quickly be claimed by any man who could formulate a rule that would serve as an invariable guide to the solution of the copy problem. If such a rule could be worked out it would enable advertisers to save vast sums of money, to avoid wasting valuable time, and to be rid forever of the doubts by which most of them are assailed whenever copy comes up for consideration.

I daresay that every advertiser whose account is worth while has been assured by many agency representatives that they were able to furnish just the copy to suit his needs. The man who permits himself to be swayed by such solicitation is almost sure to suffer disappointment. No copy writer, no agency official, no advertising "expert" or "specialist" can decide brevi manu that one kind of copy or another will produce the desired results. Nor will a study of the advertiser's market, the quality of his product or his facilities for distribution suffice if the intention is to find out exactly the kind of copy that will best serve his purpose.

Getting effective copy is like finding gold. It can be accom-plished only by accident or by patient prospecting. The discovery of pay-dirt in a certain hillside can not be accepted as proof that gold will be found in another hillside of similar aspect. Brown may have made a fortune through the use of a certain kind of copy in advertising monkey-wrenches, but Smith, also a manufacturer of monkeywrenches, may have no luck at all with such copy as that which has brought success to his competitor. This has been demonstrated so

often that one might expect advertisers to discontinue the old practice of imitating one another, either in the style of his layouts or in his copy, but only a few of them seem to have learned that the best chance is in individuality

and originality.

Consider, for instance, the advertisements of the clothing manufacturers, and you will see how most of them cling to the idea that there is only one way in which clothing may be advertised. Change the name of the advertiser and the brand he has adopted, and you will discover that the advertising of any one of a half dozen manufacturers might serve the others just as well as it serves him. It may be argued that this disproves the statement I made a moment ago concerning the inadvisability of adopting a particular style of advertising for a particular product or line of merchandise; but it does There are a nothing of the kind. few clothing manufacturers who have succeeded in breaking away from tradition, as far as their advertising is concerned, and they are leaders in their line of business.

FOLLOWING "PAY VEINS" IN COPY

To get back to the copy question, I repeat that producing effective copy involves patient prospecting. The analogy between the finding of good copy and getting gold ex-tends from the beginning to the end. There are certain indications that lead the gold hunter to proceed in a particular direction, and the advertiser, too, must be guided by such signs as there may be to convince him that he is not pursuing a wrong course. When the man who is searching for gold strikes a vein that promises to be profitable he does not abandon it without further ado and start off at a tangent in search of a better lode. He

keeps on digging where the digging is good or seems likely to become good if it is continued.

So it is with the successful advertiser. When he begins to get encouraging results he keeps on in the course that has led him to the point at which the assay is favorable

One of the greatest mistakes that an advertiser can make, I think, is in permitting himself to believe or to be persuaded that he must continually be having new copy and new lay-outs. When a piece of copy or a certain style of copy has brought satisfactory returns, don't decide that it has served its purpose and must immediately be abandoned. Repeat it and keep on repeating it as long as its effective-

ness continues.

Let me introduce an incident that bears upon the advisability of repeating effective copy. A mail-order house of the Middle West bought a color page in a certain periodical, and got about sixteen hundred inquiries as a result. This was considered encouraging, so much so that the advertiser instructed his agency to buy the next available color page in the same publication. It was learned that he could not get in again in less than six months, but he contracted for the page and instructed the agency to begin the work of preparing the copy. A few days later, however, the publisher telegraphed that another advertiser had canceled his contract for a color page for the following issue, and that the mailorder house could have it if copy was forwarded immediately. agency man who was handling the account was instructed to accept the offer and rush the new copy. He worked for a day and a night on the job, and, finding that he was not getting anywhere, ordered a repetition of the first advertisement, copy, illustrations and everything. Then he wanted color page bled. When the second color page appeared, the advertiser, greatly agitated, swooped down upon the

agency man and roared:
"Here! Who's responsible for
this mistake? This is the same ad we ran the first time. I won't pay

for it! If this is the way those people do business, cancel the order for that other page."

The agency man replied very meekly that he was to blame and that if the second page failed to produce satisfactory returns he would assume the loss.

A few days later the advertiser reappeared. He was a changed-

"By George," he said, "that ad's going great. I believe we're going to have more returns from it this time than we got before.'

As it turned out, the inquiries and orders that were traceable to the second printing of the advertisement outnumbered those produced by the first insertion more than eleven to one, and the advertiser ordered the use of the same copy for the third page.

If there is logic in continuous

changes of copy for newspaper and magazine advertising, why is it that advertisers do not have daily or weekly or monthly changes of copy on the posters and the cards in street cars?

Copy that does not pull ought to be changed, but the advertiser should be sure before he orders a change that his copy has been given a fair chance. Let him remember always that the public is slow to learn - mighty There are few things that it can learn except through long familiarity and many repetitions.

IT TAKES TIME FOR GOOD THINGS TO SEEP IN

The next time you attend a vaudeville performance make a note of the "big laughs." You will discover that they are evoked by the old jokes, the hoary, the oftrepeated ones. The quip that is crisp and new, that never has been heard before, may bring forth a reluctant chuckle here or there, but only a few people in the crowd will "get" it. The old, familiar ones always go over. The same thing happens at banquets. Let a speaker introduce a new story and it will fall flat, whereas an old one that was being worked over-time when Chauncey M. Depew was a boy will bring forth a roar

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of merriment. Men who attend banquets are supposed to possess at least ordinary intelligence and quickness of perception, too.

We scoff at the "old stuff," but if we can become analytical we shall find that the "old stuff" is always the stuff that brings the big returns. Mark Twain borrowed from the classies a jumping frog, and started on his way to fame. Mr. Dooley gives Diogenes an Irish brogue, and "gets away with it." A President of the United States inverts a truism that was uttered by Oliver Cromwell or Richelieu, and is hailed as the author of a deathless phrase.

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Have I made it clear that good copy may bear repetition? I hope so. But to admit that a piece of effective copy may be worth repeating is not enough. It ought to be repeated many times. No piece of copy can serve its fullest purpose if it is thrown away after one printing. It will have done its full duty only when the public has become familiar with it. Familiar-

ity awakens public confidence. The public is disposed always to be suspicious of a stranger. To send forth a piece of copy as a little stranger, and then to recall it before it has had a chance to win friends and become familiar to them is like throwing a snowball against a wall and expecting it to leave a lasting impression there.

Let the advertiser who has not recognized the value of repetition remember that the public is slow

to learn-mighty slow!

Sales Show Large Increase

The sales of the Great Atlantic and Pacific Tea Company, Inc., Jersey City, for twelve months ending March 1, 1919, were \$151,691,919, as compared with \$126,004,958, for the previous year, an increase of over 20 per cent.

W. E. Rennolds With "American Farming"

William E. Rennolds has joined the staff of American Farming, Chicago. He has been in the employ of Critchfield & Company, Chicago advertising agency.

The
George L. Dyer Company
4.2 Broadway
New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

How One Sales Manager Keeps a "Bertillon Record" of His

Customers

Charts Nationalities, Personal Preferences and Files Photographs

By Frederick C. Kendall

SALES manager, back from a two months' trade tour, noted a marked improvement in his business correspondence. He had always admitted that one of life's little worries was dictating letters. He fumbled over phrases, twiddled with his watch chain, and blushed a violent carmine when at close of the day the results of his labors were silently laid on his desk for signature.

But fresh from a personal contact with the trade, he joyfully realized that he was able to inject a much more human note in his letters than he had ever dreamed possible. He forgot his embarrassment, banished the shop-worn words and dog-eared phrases, and

wrote pretty much as he spoke. There was nothing startlingly new in this discovery, to be sure. It has been noted by others before. But this sales manager then realized that his difficulties were due to an inability to visualize the man at the other end. A capacious notebook, jotted with queer pothooks and symbols undecipherable to anyone else, gave him the cue in dictating to the people he had met. He didn't artificially emphasize the personal touch. But he found that if he recalled the man's

cound that it he recalled the man's characteristics and outlook upon life in general, they helped in "personalizing" his correspondence.

And better than the increased facility of writing—the freedom from stage-fright while a disdainful stenographer waited pencil poised for his next syllable—was the fact that his letters brought an the fact that his letters brought an amazingly increased number of re-

"That little book's worth a million dollars," he mused, fondly tapping its limp leather cover. And then deciding to transpose the

information it contained to more permanent form, it occurred that possibly his salesmen could supply the missing details from other cus-tomers. With this in mind, he listed a few questions, and gradu-ally from this simple idea has evolved a system used throughout the entire organization and one which has helped correspondents multiply the percentage of replies, improve collections, checkmate the man guilty of petty frauds, and give the house an enviable reputation among the trade for the personal touch in its correspondence.

Naturally, at first, the system was rather crude. The sales executive forwarded to his men a list of a half dozen questions about the preferences and habits of their trade. And some of them quietly trade. And some of them quichy poked fun at what they called the "Bertillon" record. But when they heard remarks from dealers complimenting the firm on their friendly letters-letters that touched the spot-they were eager to co-operate in putting the plan in workable

Some of the first questions were kindergarten questions: Was the dealer friendly or foe-like to national advertising? What other branded merchandise did he sell? Was he quick to complain? Did he place an order and then on sober second thought cancel?

ALMOST LIKE A PERSONAL ACQUAINT-ANCE

The preliminary record of facts worked so well that it has been from time to time augmented until to-day a card record of each account gives a complete history of the merchant. Among other essential data of strictly a trade interest, are facts such as the follow-

tise ing

Lesl vear Leslie's during April will publish the largest issues in its history

- -largest in circulation
- -largest in number of pages per issue
- —by far the largest in volume of advertising. April 12th sets a new high record for volume of advertising—and April 19th breaks that record.

A substantial further enlargement of our regular number-of-pages gives an increased volume of reading matter to the reader, and position facing or alongside of reading matter to every advertiser, despite our 50% to 100% increased advertising volume.

Leslie's 500,000 families are responding to advertising in its columns beyond any previous experience of even last year's record of responsiveness.

> For 64 years Leslie's has had the highest subscription price of any American periodical

Leslie's

L. B. FERNALD, ADVERTISING DIRECTOR New York—Boston—Chicago—Seattle



The several hundred thousand business executives who constitute the majority of Leslie's 500,000 will welcome the Motor Truck Efficiency article in this week's Leslie's by H. W. Slauson, M. E., Editor of Leslie's Motor Department. This special department has served the motoring and motor truck interests of Leslie's readers for the past five years.

"We consider this sign one of our most valuable mediums, for undoubtedly Atlantic City is as much of a metropolis as New York City."

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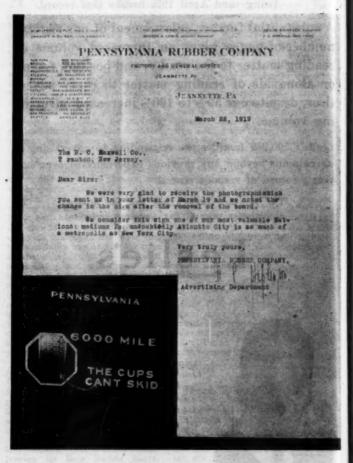
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The R.C. Maxwell Co. Trenton N.J.

Nationality of head of the firm. Age. Church, club and secret society

connections.

Date account established.
Drawing radius of town.
Character of store.
Important departments.
Use of newspaper advertising.
Interest in dealer helps.
General attitude toward the

house
In addition, a photograph of practically every store handling the line, and a portrait of the owner is attached to the card index. The merchant, receiving a request for his picture feels complimented and is glad to send it. But the greatest advantage, in the estimation of this sales executive, is the fact that photographs help to visualize the type of man to whom the correspondent is writing, and his enterprise—or lack of enterprise—in keeping store. It illustrates the kind of windows for display purposes, indicates whether the agency sign is displayed, and gives innumerable bits of evidence

of the calibre of the merchant.

An instance of the value of a picture of the store can be mentioned in the choice of window cutouts-their size, shape and appropriateness. And a postscript to a letter, commenting on the fact that the manufacturer's enamelled agency sign is not on the job, often assists in better distribution of advertising. "Please substitute the enclosed picture for the one you have," recently wrote a Missis-sippi merchant. "Since I mailed you the last print, I've remodeled my store front, put in new window backgrounds and have taken your advice to stick up your agency

"But," you may say, "what does the nationality of the merchant indicate on the record? The business executive in question doesn't write in any foreign tongue?" Obviously not. But it should be

Obviously not. But it should be recalled that often totally different selling arguments are required to sell the Swedish retailer in Fargo from those that get the name of a New Englander on the dotted line. The native Californian has set

characteristics different from those of the French Canadian in Quebec. And a note regarding nationality -Hebrew, Irish, Italian or Dane often makes a significant difference in basing the appeal. Another bracket on the record lists the merchant's hobby and personal preferences. Every Christmas for many years past, it has been the custom of this firm to mail some slight remembrance over the personal signature of the sales manager. Cigars obviously, would not be especially appreciated by the man who didn't smoke. A box of fragrant panatellas might even be regarded as an insult by some rabid anti. But if the sales manager knew a man was interested in foreign travel, a book of South American discovery would be as welcome as the merry sunshine. Or if the merchant followed the lure of the wee white ball, a half dozen golf balls would tickle him to pieces.

HOW CARDS HELPED AT CHRISTMAS

Some of the hobbies of these merchants, by the way, give a curious sidelight upon human nature. One man putters away his spare moments in his greenhouse—where a few imported bulbs at Christmas strike a responsive chord. Another is the organist in the local church—interested in music. Still another is an amateur cabinet-maker of no mean ability—to whom nothing is more acceptable than some keen-edged tool.

It takes time, of course, to select gifts of such individual character. But the cordial acknowledgments—and noticeable increase in sales—indicates that they are vastly more appreciated than the conventional box of cigars, the ash tray or the desk calendar.

Perhaps one of the most interesting developments of this system is an alphabetical symbol used to designate the merchant's trade customs. When an order is received from a retailer whose index bears a red ink initial, it is not acknowledged in the routine way. It is brought to the personal attention of the head correspondent who can instantly tell the man's

peculiarities, and determine the attitude to assume in his letter. "A" indicates that the customer is a crabbed chap; "B" that he is a chronic kicker; "C" that he indulges in sharp practices-deductions for express, doubtful damages, and extra discounts; "D" that he is a prolific letter writer; "E" that he is a live wire and strong for national advertising; "F" that he is a big man in town-and likes to be reminded of the fact, etc.

The collection department, too, makes frequent reference to the "Bertillon" system. If a man send in an unsigned check a mere mental note is taken. But if he repeats this stunt, it goes down in purple ink against him. Habitual discount stealers are also spotted in similar manner. The amount of the merchant's life insurance is listed and in several cases a retailer has been advised to increase his policy in order to cover possible loss to the

If the age of a man is noted at twenty-nine an ambition appeal can often be injected into the firm's letters—which would be somewhat out of place where a merchant has been at the same stand for forty years and has built up an established trade. Similarly, newspaper clippings of local happenings of interest, fires, financial embarrassments, etc., are preserved to be consulted by the correspond-

"And do you know," confided this sales manager who happens to represent a firm selling boys' clothing, "by the aid of my Bertillon' system, I find myself able to write to a merchant about nothing at all! Our travelers are on the road but two months of the year. The rest of the time we must keep up the personal contact by both national and trade paper advertis-ing—and letters. Some afternoon, when time hangs heavy during the dull season, I buzz for Miss Walsh, pick out a half dozen cards and chat with my dealers about almost anything. I know the number of their clerks, the other branded lines they sell, their hobbies, likes and dislikes, their views upon business. And since the new system

has been put into operation, never once have I found myself lost for words. For some unfathomable reason, the picture of the man to whom I am writing—showing the wart on his nose and the wrinkles on his forehead-helps immeasurably in humanizing my daily mail."

Death of O. L. Moses

Oscar Lea Moses, a member of the PRINTERS' INK staff, died suddenly of heart disease April 2. He was in the 53d year of his age and is survived, be-sides his widow, by three children. Mr. Moses was a member of the Con-

Mr. Moses was a member of the Consolidated Stock Exchange and of the Sons of the American Revolution, New York Chapter; his family, he Moses family of New York, dates back to 1664. A Lieutenant Moses led the troops at the Battle of Harlem Flats. The tamily originally came from Wales. He was a son of Oscar G. Moses, for 34 years a partner of Geo. P. Rewell in the Rowell Advertising Agency, and later president of Ripans Chemical Co.

Sidney Wilson Elected Affilia tion President

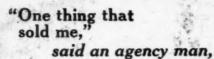
Sidney S. Wilson, president of the Cleveland Advertising Club for two terms, and vice-president of the Associated Advertising Clubs of the World, was elected president of the Advertising Affiliation at the Buffalo convention, March 29, for the year 1919-1920. The following officers were also elected: First vice-president, E. P. Crocker, president of the Rochester Club; second vice-president, R. M. Nicholson, president of the Canton Club; treasurer, H. A. Meldrum, president of the Buffalo Club; secretary, C. E. Fish, of the Rochester Club.

Capt. Rand McNally Back in New York

Captain T. H. Rand McNally, of the Canadian Infantry, received his discharge March 31 and has become associated with the Alexander Hamilton Institute, New York, in the editorial department. Capt. Rand McNally resigned from the Institute August 10, 1914, to volunteer in the Canadian service. He was at one time on the staff of PRINTERS' INK.

Made General Manager of Todd Protectograph Co.

Walter L. Todd has been elected vice-president and general manager of the Todd Protectograph Company, Rochester, N. Y. In November, 1917, he resigned as sales manager of the company to enter the service of the U. S. Navy at Washington.



"was an experience in Pittsburgh. I was soliciting an account. Twice during the conference the General Manager, with whom I was talking, was called by phone.

"One call was from a friend who wanted to learn who made a certain type of equipment. The second was to inquire the market price of an oil. "In both cases he turned instantly to National Petroleum News for the information. That's the type of paper in which I like to advertise."

NATIONAL PETROLEUM NEWS prints each week (1) the very latest news, telegraphed if necessary, (2) the exact refinery markets—a unique service in the oil industry, (3) the most authoritative engineering articles, (4) the latest developments in marketing, motor-trucking, service stations, etc. Matters like this must be read. Put your advertisement on facing pages.



REACHING ALL OF THE OPLE

How much would it be worth to you immodit as Bull Durham Tobacco or any one of any oth cessfully advertised for years through to door me

The sales success of these is concrete e of a wan intelligent expenditure—a maximum ation.

One of the pertinent factors of Outdoor rising is the people you want to reach all of the lid without

That is why the circulation value of a Adver-

There is a function that Outdoor Advercan per modity you handle. The opportunity terly place appreciated.

CHICAGO

Thos. ick

Largest Advertis pany in the



OPLE ALL OF THE TIME

mmodity you handle was as well known of any other products that have been suc-

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or tising is circulation value—it reaches all of the matter and without expense or effort to the reader.

(Advertising is the highest obtainable of

can perform for YOU in selling the com-

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NEW YORK

sany in the World



BUILDERS of AMERICAN BUSINESS

ALFRED T. HASKELL, PRESIDENT OF THE SAMOSET CHOCOLATES COMPANY

"I have been a subscriber to SYSTEM for a number of years and always welcome each new issue. I owe to it many valuable suggestions. I have found that new ideas more frequently come from the lines of business most dissimilar to our own. It is this approach from an entirely different angle that makes SYSTEM especially valuable."

Africane .

NUMBER CLXI in the series of portraits of readers of SYSTEM

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Distin

Over ers, e person attend Philad to cel center found Ayer

Am guishe ex-Pr Howa D. Ba the A Refini Kings dent c Telepl graph ward Ladie: Lafay lisher Capito Jordan the Jo Comp firm: Ayer, G. B

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The Achievements of Advertising Lauded at Ayer Dinner

Distinguished Speakers Tell How Art of Distribution Has Been Improved in Single Generation

OVER eight hundred advertisers, advertising men, publishers, editors and other prominent persons from every walk of life, attended the banquet given in Philadelphia last Friday evening

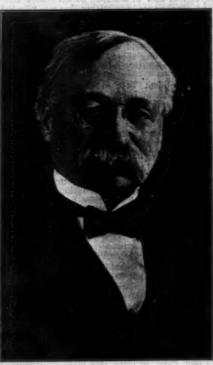
to celebrate the semicentennial of the founding of N. W. Ayer and Son.

Among the distinguished speakers were ex-President William Howard Taft, Earl D. Babst, president of the American Sugar Refining Co.; N. C. Kingsbury, vice-presi-dent of the American Telephone and Tele-graph Company; Ed-ward Bok, editor of Ladies Home Journal: Lafayette Young, publisher Des Moines Capital: Edward S. Jordan, president of the Jordan Motor Car Company, and these members of the Ayer Ayer, himself, Albert G. Bradford, Jarvis A. Wood, Wilfred W. Fry and William M. Armistead.

Advertisers are such forward-looking folks and are so busy doing things in the present that it is seldom they take time pause to recount their achievements. But an ocçasional stock-taking time is good for the soul. This oc-

casion last Friday turned a per-spective on advertising that makes everyone in the business see its glorious future possibilities more clearly than they ever saw them before. Not only did this Phila-

delphia gathering celebrate the Golden Jubilee of the Ayer agency, but it also marked the close of by far the most important fifty years in advertising history. Selling methods are to-day so highly or-



F. WAYLAND AYER

ganized that we are likely to forget how comparatively recent is this development. As a matter of fact, the art of distribution has made more progress in the last half century than it did in the entire previous history of the world. This is something that entitles the present generation of sales executives to be exultingly proud of their work.

These thoughts were brought out happily by Mr. Ayer in his address, which was the outstanding feature of the evening. In 1869 when he entered the business, advertising practices were chaotic and the power of advertising for social and economic betterment was largely unrecognized. Aver told how in the span of his own experience advertising has stepped into its own and has come to be regarded probably the greatest educational influence that exists in the world to-day. Mr. Ayer's inspiring speech is printed in full, immediately following this article.

Ex-President Taft, in pointing out the place of free speech and a free press in a democracy, said, "You can tell the kind of people that the Bolsheviki are from the fact that their first step was to suppress free speech. When plotters wish to usurp the rights of freedom they always suppress the presses first."

Mr. Ayer was the toastmaster of the evening and in introducing Mr. Taft he said that they first met when Taft was in the White House and that the price of his visit to the President was a contribution to the Y. M. C. A.

NOVEL "PLACE CARDS"

The Ayer slogan, "Keeping Everlastingly At It Brings Success—Been At It Since 1869," was blazoned in electricity over the banquet hall. One of the attractive features of the affair were the living place cards which ranged themselves behind the speakers. A living G. O. P. did "place" duty behind Mr. Taft. A "Color Page" in black face makeup pointed out the whereabouts of Mr. Bok. "Domino Sugar" indicated Mr. Babst's presence. A "lineman" stood guard over Mr. Kingsbury. Mr. Jordan was kept company by a figure in "Jordan Arrow" costume.

During the dinner the guests

were entertained by the presentation of tableaux, representing several of the firm's principal accounts.

The programme started with the presentation of a portrait of F, Wayland Ayer to the organization. The presentation speech was made by A, G. Bradford. Mr. Ayer received a testimonial of appreciation signed by all the guests and by the 400 employees of the firm in the form of an elaborately-bound autograph book, which bore this inscription:

"To F. Wayland Ayer, who made a motto and has lived it, who evolved a principle and has practiced it, who set an ideal and has attained it." The publishers of the country gave to Mr. Ayer a gold loving cup.

Also presented to the organization was a bronze tablet of Henry N. McKinney, who died on April 28, 1918. In presenting it, Jarvis A. Wood said:

"From time to time as our firm has passed an important milestone in its business life we have invited our friends to share the occasion with us. This, which celebrates our Fiftieth Anniversary, is the largest of these gatherings. It is also the only one that has lacked the gracious presence of Henry McKinney, our beloved associate and friend.

sociate and friend.
"Mr. McKinney passed into the other life a year ago. To me has been given the honor to unveil here a bronze tablet which is to be put in our place of business as a reminder of the man and his accomplishments. The inscription reads:

"This tablet commemorates the life and work of Henry Nelson McKinney.

"For forty-two years he expressed in and through this organization the highest ideals of commercial honor.

"His constructive genius and tireless energy made inestimable contribution to adequate recognition of the power of advertising.

"'An affectionate tribute by his associates in the house of N. W. Ayer & Son.'

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Mr. McKinney would seem superfluous in the presence of so many who knew him, worked with him and enjoyed the charm of his

friendship.

"I think of Mr. McKinney as a developer of advertising. I do not know where or when advertising had its beginning and I certainly cannot foresee its end. What interests us is its development. Mr. McKinney believed in advertising with all his heart, and he kept everlastingly at the effort to make others believe in it. As I recall the great successes he achieved and also see the successes which many others have achieved by following the trails which he blazed, I think of Henry N. Mc-Kinney as the greatest developer of advertising.

TRIBUTE TO THE MEMORY OF HENRY N. MCKINNEY

"I also think of him as a worker for righteousness. Born in East Africa, where his parents were missionaries, with his mother buried at St. Helena, religion was a real and natural thing to him, and he was untiring in his work in the Church, the Sunday School and in those societies that welcome the emigrants from other lands as they come to make this their home.

"And, finally, he was a maker of friends. Not merely a finder, but a maker. To have friends one must show himself friendly. To possess a warm heart is not enough. The owner should put a sample in the show window where

it can be seen of men. .

"Mr. McKinney lived and died rich in friends. He made many business men his friends; he made many publishers his friends; he made F. W. Ayer his friend and that was an accomplishment that has had far-reaching results. He also made his business associates his friends. Well, I know that my lips serve many a heart when I say 'Mr. McKinney was my friend.'

"As our minds and hearts turn to the friend we loved and have lost awhile, many will recall some particular word or deed or characteristic of him, but I believe none will go astray who thinks of him as a great developer of advertising, a great worker for rightcousness and a great maker of friends."

W. M. Armistead told of a recent campaign which his firm has undertaken to advertise advertis-

ng. He said:

"One indication of the keen desire of publishers to make their publications better advertising mediums was indicated by their response to a plan it was our pleasure to offer them to advertise advertising. You have read numerous advertisements directed to merchants and manufacturers urging them to advertise, but you have not read many urging consumers to read advertisements. As a matter of fact, if there is one phase of advertising which has not kept pace with the times it is this

kept pace with the times it is this one. "Very few publishers until recently gave serious consideration

cently gave serious consideration to making their publications better advertising mediums by consistently educating consumers to read advertisements. 'Advertising advertising' is a most interesting subject when one takes into consideration what advertising has accomplished for the public in an economic way. Among other things it has played its part in making this country a united nation. The same food, the same tobacco, the same cigarettes, same pipes, same automobiles, same automobile tires, the same shows, same clothing, the same toilet articles and thousands of other commodities are sold under the same brands in every section of this country in cities, towns and at Advertising has cross-roads. taken the chance out of buying. It conserves time in shopping. It at once directs the consumer to the best articles. Advertising has accomplished all of this and more.
"There are hundreds of reasons

"There are hundreds of reasons why everyone should read advertisements. Therefore, last fall when we began to prepare a series of advertisements with the idea of influencing more consumers to read advertisements we were writing on a subject that is prac-

tically inexhaustible.

"A series of 44 forty-inch advertisements was written-and on January 2nd this series was offered with our compliments to a selected list of publishers of daily newspapers provided that one 40inch advertisement would be inserted one time a week for at least 44 weeks, making a total of 1760 inches."

W. W. Fry talked interestingly of the advertising of the future. Great as the progress was that advertising has made during the last fifty years, he believes it will be exceeded by the accomplishments of the next half-century.

N. C. Kingsbury, vice-president of the American Telephone and Telegraph Company, told how advertising is making over a hundred million people acquainted with the policies and methods of his organization, Mr. Kingsbury said it is important that the public service corporation tell the people what it is doing to serve them.

Edward S. Jordan, president of the Jordan Motor Car Company, spoke of the value of high ideals in business

Earl D. Babst, president of the American Sugar Refining Company, made the following address:

"In the firm belief that 'Everlastingly keeping at it brings success,' it may not be amiss to recall the thread of our discussion at the fortieth anniversary celebration of the House of Ayer.

We called attention then to the fact that publicity has earned the right to share with competition the honor of being the life of trade. For the producer it is the public crier, with countless tongues. For the consumer it gives sight for the trade-mark and hearing for the trade-name,

"Modern business aiming to secure and to serve a national market, must shape its primary policy around three cardinal points, quality and variety; trade-marks and publicity; men and organization. For the purpose of a national market no one of these can be neglected and certainly no one omittted. All must be pres-

ent as parts of a vigorous whole. The ship may be staunch and the cargo of quality and variety, the winds of publicity may blow favorably on the sails of good will, but without men trained to man the vards and to steer the rudder. the noble enterprise would be like a 'painted ship upon a painted ocean.' It would be equally true were either of the other two elements lacking. Merit alone is not sufficient; merit and men together would mean merely drifting with no certainty of reaching the har-bor; it needs the help of the fair trade winds of publicity upon the strong sails of good will, held fast by the stout ropes of trade-mark property, to bring ship, crew and cargo into the harbor of Permanent Success.

"The experience of another ten vears has served merely to deepen and to broaden these convictions of the fortieth anniversary. Trademarks, trade names, trade dress, trade slogans, advertising, publicity, propaganda-call it what you will-has become a dynamic force in business as well as in the so-

cial order.

"Business has given a belated and a begrudging recognition to the fact that advertising is as much a part of business as is finance, transportation and communication. Barter and trade. when touched by the magic of finance and of transportation, becommerce. Commerce, comes when touched by the power of communication and of advertising, becomes modern business.

Of all the varieties of modern business that which lavs siege to the national field is doubtless the most fascinating. Here modern business is at its best. It needs and demands national service in finance, in transportation, in communication and in advertising. A national service which only other national organizations can give successfully. One national service is matched against another. One national organization calls out to another until the whole machinery of modern business-products, service, men-is called out and developed."



Thornton W. Burgess, famous as a story-teller and as a writer for children, is continuing his charming nature-study stories in each issue of THE PEOPLE'S HOME JOURNAL, under the title of The Green Meadow Club.

Mr. Burgess is conducting The Green Meadow Club exclusively in this magazine.

The Green Meadow Club The stories of Mr. Burgess are famous wherever there are children. Always accurately true to nature, his work is educational as well as entertaining.

Thornton W. Burgess is the Uncle Remus of the coming generation.

—Just another instance of how thoroughly THE PEOPLE'S HOME JOURNAL serves every member of the family.

The People's Home Journal

For 34 Years the Magazine for Every Member of the Family

The Dark Horse

-Will he win?

WAR brought many a "dark horse" into the Industrial Sweepstakes.

When the supply of platinum was cut off, it was up to many industries to shut shop or get a "substitute."

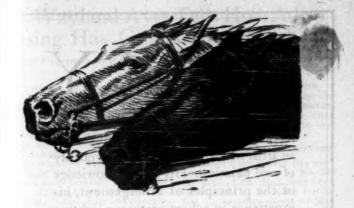
Then a platinum substitute was found for electric light bulbs—cheaper than copper. Next, a spark plug was made with a platinum substitute that cost only half a cent.

Wheat was needed for overseas. We got along as well or better with other grains. Lard soared. We found good "substitutes."

These cases are all familiar enough. They could be multiplied many times. But here is the rub—and manufacturers of "substitutes" should be thinking it over.



Blackman-Ross



"Is my dark-horse 'substitute' of yesterday going to be a steady-winner staple of tomorrow? What am I doing to bring such a condition about?"

Advertising ranks beside war as a changer of habits. "Substitutes" brought in by war can be stabilized by Advertising.

Too few manufacturers are making practical use of that fact.

If your product has not yet emerged from the "substitute" class—listen. The alarm clock is ringing!

Company New York

FREY

To our greatly enlarged staff we have recently added MR. J. W. PONDELICEK, an artist whose prints have all the quality of real painting. His sound knowledge of the principles of arrangement, his experience in achieving unique lighting effects, together with his ability cleverly to stage the article advertised in his prints, is making his work very much sought after. His mastery of the lens is years in advance of the ordinary product of the camera. His prints are a genuine revelation in the field of photographic art as applied to business.



CHARLES DANIEL FREY COMPANY

Advertising Illustrations

104 SOUTH MICHIGAN AVENUE CHICAGO F. tis

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F. Wayland Ayer Tells How Advertising Has Grown Up in 50 Years

More Progress in Sales Methods Made Since 1869 Than in All Previous History

Address at the dinner held in Phila-delphia April 4 to celebrate the semi-centennial of N. W. Ayer & Son.

FIFTY years ago, the sky-scrapers of to-day would have been useless, for while freight was elevated folks walked. Vehicle traffic of city and country alike was then horse drawn, and railroad travel was more talked about than enjoyed, while sleeping cars had not yet been invented. Under-water and throughthe-air journeying had not been even dreamed of in those days. Local telegraph lines were giving unsatisfactory short distance service; but talking over wires, wire-less telegraphy and machines which would talk or sing as desired were beyond our ken.

Wars there were a-plenty. Our Civil War-to us the greatest of them all-was but a few years past, but scarcely more than two million was the largest number who had ever faced each other in the fight for supremacy among nations, and that the U.S. A. would some day send overseas men by the million, giving life and treasure in support of an ideal was as yet inconceivable. Even now one finds it difficult to realize that in the world war just ending as many as 50,000,000 men have been enlisted in the military and naval service of the different nations involved in the struggle and that more than 10,000,000 graves tell the toll of lives sacrificed, while \$200,000,000,000 will not cover the financial loss.

This decade will close half century world's history, surpassing in accomplishment the record of previous centuries; but as memory reviews the passing of the years they seem to have flown with airplane speed. I find it much more easy now than I once did to conceive that "with God a thousand years are but as one day"

for with me memory's review of these fifty years seems almost like a dream in which, as in a moving picture, only chief events stand out and all the others serve as a fitting background.

THE FIRM'S PHYSICAL EXPANSION

And yet a stroll taken this week to Arch Street where at No. 530 one-third of the third story front room served as our office for the first six months; thence to Sansom Street in the square from 7th to 8th where the second floor of 719 housed us while father lived; thence to 733 where the entire building later became available; thence to Chestnut Street at 8th where I am reminded of the Centennial year and that it witnessed the erection of the Times Building, of which we were the first occupants, and all of whose upper floors gradually housed our growing business which had spread by 1890 to also fill the adjoining building on 8th Street; and then continue to the downtown banking district where we bargained in 1902 for two floors of the Mariner and Merchant Building then just erected by the Estate of Stephen Girard, our thought being that in this space would be found ample accommodation for all growth which we could possibly expect, and then realize that during the seventeen years we have been housed there we have grown until we now feel ourselves greatly crowded though occupying fully the equivalent of four of those floors each 121 ft. by 126 ft. Such a review by periods compels me to realize that our growth while constant has not been rapid, and fifty years seem to me none too many for the accomplishment.

Again there is a wealth of memories as I recount the men by whose co-operation these accomplishments have been made possible. It has always been our delight to honor my father whose name the firm bears. His influence has been potential for good in my life during all the forty-six years since he was taken to the other home.

EARLY EMPLOYEES

George C. Wallace, our first employee and my next partner, was most efficient and is still pleasantly remembered by some who dealt with us thirty years

and more ago.

Forty-three years ago, H. N. McKinney became an employee of the firm and a partner in 1877. The ideals of the house quickly appealed to him, as quickly became his own, and he never lost sight of them. In his death advertising lost its most able advocate. He believed in himself. He believed in advertising. He believed in N. W. Ayer & Son. He was a friendly man, and made lasting friends for the house as well as for himself.

For more than thirty years Messrs. Bradford, Wood and myself have borne the burden and the heat of the day in loyal and successful endeavor to make and maintain the standards of the house and to care for and increase its business. If we have had any differences of moment they have been most happily concealed from each other.

N. W. Ayer & Son has always been a co-partnership. Recognizing that only through service can advertising be made to pay the advertiser, we have been insistent that the business should not be owned by others than the men really responsible for the service in one or another department. The advent of younger men has

been thus assured.

. We are looking to Messrs. Fry and Armistead as the men to whom the responsibility for service shall increasingly be committed. The general and growing-recognition of their peculiar fitness for this responsibility is very gratifying. Room remains for others as fitness becomes manifest and when mutual interest can

thereby be permanently promoted. The New York Sun was first issued in 1835, the Public Ledger, Philadelphia, in 1836. The first advertising agency began in 1840, not farther than the width of the street from our present offices. The first newspaper directory was published in 1869 and named 5,197 papers. The current issue of the N. W. Ayer, & Son American Newspaper Annual and Directory includes 23,074 publications, Fifty years ago magazine advertising was unknown. It began with the Century (then Scribner's Monthly) in 1870. Harper's New Monthly Magazine was published for thirty-two years without advertisements.

They first appeared in that magazine in 1882.

In those early days and for years the columns of many newspapers contained advertising, the character or appeal of which was discreditable alike to the advertiser and the publisher. N. W. Ayer & Son has yet to handle the first business the continuance of which has been legally prohibited, and it early became a rule of the house to accept no business the phrasing of whose advertising should be obnoxious to a woman of refinement. These rules together with the determination not to knowingly advertise intoxicants, opiates or other injurious articles soon brought it to pass that the receipt of an order from N. W. Ayer & Son was to the publisher sufficient guarantee of the character of the advertising and the good repute of the advertiser.

For fifty years N. W. Ayer & Son has had the constant and determined purpose to make advertising pay the advertiser, and at the same time to develop, magnify and dignify advertising as a business. When we began business all advertising through agents was placed on a competitive basis. Forty-six years last January we determined to establish an entirely different relation between this agency and its

patrons.

(Continued on page 208)

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Advertising to Hold Customers When Price Is Increased

"Eat More Milk," the Slogan of Milk Interests-How the Trick Was Turned

WHEN the price of milk kept going up last year, it was noticed that with every boost in the price the quantity of milk sold decreased in proportion. Milk producers and dealers in many localities got together in an effort to stem their rapidly decreasing sales. While the increasing costs of producing and delivering milk made it necessary to increase the

price to the consumer, they were losing sales so fast that the increase in price was not helping

much.

In many places, as a result, advertising campaigns were started to help in-

crease the sale of milk and its products.

The National Dairy Council of Chicago was the pioneer in this line.

The Council organized a patient, adventigable of the council organized a patient, adventigable of the council organized a patient. national educational advertising campaign in charge of a committee of ten men, to raise \$750,-000, the advertising to be spent over a period of thirty-six months. The thirty-six months. campaign as laid out covered milk, ice cream, cheese and butter. The National Dairy also urged local interests to advertise in connection with their national cam-

paign. One of the most interesting and profitable of these local campaigns was organized in Boston. The results were so satisfactory that another campaign on somewhat similar lines is being arranged for at the present time.

The milk campaign in Massachusetts was very cleverly conceived and carried out. The originator of the plan and one of the hardest workers in its interests was Henry Davis, of Boston, who had long been advocating milk as a food, and was in favor of increasing its use by means of ad-

vertising.
In Massachusetts and particularly around Boston, the price of milk rose very rapidly last year and sales decreased alarmingly. Dispensaries reported an increase in tuberculosis and rickets among children owing to malnutrition, because the mothers substituted



ONE OF THE ADVERTISEMENTS USED IN THE NEW ENGLAND CAMPAIGN

tea and coffee for their children in place of milk.

So rapidly did the sale of milk fall off that 100,000 more quarts of milk were being shipped to Boston daily at one period than were being sold at retail.

Conferences were held to arrange and finance a campaign of advertising. The New England Milk Producers Association, representing the farmers, and about twenty of the large dealers in milk in and around Boston raised \$10,800 to be spent in boosting the sale of milk, particularly in the neighborhood of the Hub, where by far the biggest sales came from.

FOOD ADMINISTRATION STANDS SPONSOR

Then the question arose as to who should handle the money and conduct the campaign. It was realized that if the campaign was carried on in the name of the New England Milk Producers' Association, or in that of the dealers, some of its force and appeal would be lost.

So they went to the Massachusetts Board of Food Administration. Henry B. Endicott was both State and Federal Food Administrator. He told the milkmen that although neither the State nor the Federal Board could appropriate money to boost the sales of any one food product, they could run a campaign that was fi-

nanced by private interests. So, while all the actual work of the campaign was laid out and managed by a committee ap-pointed by the milk producers and dealers, the money raised was turned over to the Massachusetts Board of Food Administration. Every advertisement and other piece of literature was signed by Henry B. Endicott as Food Administrator, and the Board paid all the bills. Much of the success of the campaign was undoubtedly due to this method of conducting it.

The campaign was very carefully planned and carried out, and reached practically everybody in the districts covered.

A great many people complain that they cannot drink milk. So the advertisements told those who couldn't drink milk to eat it. "Eat more milk" was one of the slogans of the campaign, a proved a very effective one and

By eating milk, the public was told, was meant to use more milk in cooking in place of water, and all sorts of dainty recipes were given, in which milk cooked in various ways was a big factor.
One of the difficulties in popu-

larizing milk as a diet has been

the fact that people have been told of the value of milk in terms of calories. How a quart of milk may have as many calories as a pound or more of beefsteak, or of a given quantity of Boston baked beans, but the average person is used to a full feeling after eating, and is not greatly interested in filling up on calories. Milk might be nourishing, but it wasn't filling.

A part of the appropriation was used in newspaper advertising, five-inch, two-column advertisements being used. These an-nouncements told why and how milk should be used in place of meat, and urged its use in puddings, cereals, etc. Every adver-tisement advocated giving a quart of milk daily for a child and a pint for an adult.

A series of posters was gotten out which advocated the use of milk by the entire family. was also prepared a series of bulletins in folder form giving the food value of milk. Other folders contained all sorts of recipes for using milk with soups, fish, cottage cheese, puddings, and in other ways.

A series of booklets was printed and mailed to school teachers. They were asked to tell their pupils the value of milk, and to urge the children to ask their parents for milk, and also to tell them what they had learned of its value at school.

DIRECT MAIL CAMPAIGN EFFECTIVE

An ingenious paper arrangement was gotten out, and placed over the neck of every bottle of milk sold by the dealers who subscribed to the campaign. On one side the use of milk as a diet was urged by the Massachusetts Board of Food Administration. On the other side was printed some easily prepared recipes containing milk.

A series of circular letters was also addressed to the executives and members of women's clubs, urging them to help in the cam-paign, and themselves to "eat more milk and less meat." Each circular was accompanied by a return postal card addressed to the Food Administration. On the backs of

give the retailer a square deal

Mr. Manufacturer—put yourself in the place of the retailer who stocks your goods.

The retailer receives an attractive folder announcing a big national campaign, each advertisement to be seen by millions of people!

True!—But millions of people in that retailer's territory will not see this advertising.

If you were the retailer, what would you care about the gross circulation of any campaign? You would want to know how much circulation is in your territory.

Is that the truth?—The solution?—Localize your advertising. Give the retailer a square deal.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Publishers' Representatives

New York Chicago Kansas City San Francisco

Clean, Wholesome, Interesting, Practical



Mrs. John Wolf, Route
15, South Kaukauna,
Wisconsin, subscribes
for six periodicals, one of
which is The Farmer's
Wife. Her comparison
of the value of these
periodicals to her is
extremely interesting.
She says:

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"I consider them all (the others) to be good, but they lack the personal interest I find in a paper written especially for me, as is The Farmer's Wife.

"It is a help to the farm woman and to her husband also. It can confidently be placed in the hands of the growing farm bey and girl because it is one of the few papers that does not require censorship; it is clean, whelesome, interesting, and, above all, intensely practical."

Mrs. Wolf's opinion is typical of the opinions of three-quarters of a million of farm women toward The Farmer's Wife. There can be no higher praise of any publication than is embodied in these four words—clean, wholesome, interesting, practical.

FARMER'S WIFE

A WOMAN'S FARM JOURNAL

WEBS PUBLISHING COMPANY, PUBLISHERS, ST. PAUL, MINN.

Eastern Representatives, WALLACE C. RICHARDSON, INC., 381 Fourth Avenue, New York City.



Western Representatives, STANDARD FARM PAPERS, INC., 1341 Conway Building, Chicago, Ill.

Members Audit Bureau of Circulations

tioned and the members were asked to send for as many as they could use and personally distribute among their friends. The response to this form of appeal was very large, and the results are believed to have been excellent,

Still another series of circular letters was sent to doctors urging them to help on the campaign in

every way possible.

A very valuable feature of the campaign was a series of twelve circulars sent out weekly and sometimes oftener, to every driver of a milk wagon employed by the dealers in the enterprise. The drivers were asked to help on the campaign by distributing circu-lars, and were told how it was of direct financial benefit to them that the sale of milk be promoted.

The head of one of the largest milk dealing concerns in Boston, in speaking of the results of the campaign, has this to say: "The campaign brought out two very specific facts. One is that, in the face of the constantly increasing price of milk, certain dealers not only maintained their volume of business, but increased it considerably. It is impossible to give exact figures regarding this increase, because they varied with each dealer. The dealers who have benefited by the campaign were the ones who went into it whole-heartedly, and made their salesmen so enthusiastic that they did all they could to make the it a success.

"The other point is that a few of the dealers declared the campaign was a failure. These were the ones who simply put their quota into the pot and then did nothing to help it along, and did not try to get their salesmen in-

terested.

"The best proof, however, that we regard the campaign as a success is the fact that the milk dealers and the New England Milk Producers' Association have unanimously agreed to start another on similar lines. The money to finance it has been raised, and the sum already collected is nearly

the postal cards several circulars half as much again as the total on the use of milk were menmoney is now in the hands of Henry B. Endicott, who has been made treasurer of the committee. The committee is now arranging the details and it will soon be in full swing.

It may be interesting to note that in this campaign 450,000 pieces of literature were distributed. Forty thousand posters were used and 750,000 milk bottle hangers with recipes were dis-tributed. Three thousand dollars of the fund was used in the newspapers, the rest in direct mail

matter.

Cuba As a Market

Cuba As a Market

"Of all markets readily accessible to
American manufacturers none other presents so excellent an opportunity to-day
as that of the Island of Cuba," said
Frank A. Arnold last week, addressing
a gathering at the Canadian Club, New
York. Mr. Arnold is assistant treasurer
of Frank Seaman, Inc., and manager of
the agency's foreign department. He returned recently from a month's survey
of conditions in Cuba.

"We must net look on Cuba," said
Mr. Arnold, "as a semi-civilized sort of
republic about whose business conditions
there is both mediaeval mystery and a
lack of culture. While certain obstacles
which the manufacturer meets in fivad-

there is both mediaeval mystery and a lack of culture. While certain obstacles which the manufacturer meets in 'invad-ing' Cuba are very aggravating; while in many business wrongs there seems to be no possible redress, it is nevertheless true that many of our large manufac-turers who have 'discovered' the island have made a huge success of their trade

there.
"In Havana I saw many window displays, stock arrangements, advertising methods—accourtements of modern sell-ing—that would pass with credit up here."

here."
He concluded his talk with a discussion of what he believed Cuba needed before she would get the most out of the advantages of American products and American trade—parcels post with the U. S. A. (to facilitate deliveries, avoiding the graft-ridden custom house); a stable government, and, above all, a better understanding of Cuban nature by American manufacturers.

Forbes Joins "Export American Industries"

Duncan Forbes, associated with La Haciende, Buffalo, N. Y., for the past three years and until recently eastern manager for that publication in New York, is now with Expert American Industries as manager of the Central West with headquarters at Cleveland.

"Fourteen Points" to Be Used in Sherwin-Williams' Sales Campaign

This Year's Contest Is Based on an Idea Derived from President Wilson's World-Famous Dictum

APITALIZING the present news value of the fourteen points suggested as a basis for the final peace programme, The Sherwin-Williams Company has announced a sales contest which will be known as the Fourteen Points Campaign. Duration of the campaign will be up to August 31, 1919, and prives totaling \$5,000

will be awarded.

A million a month sales increase is the figure aimed at, and salesmen are being instructed to discourage merchants from the idea that prices of paints and varnishes are going to drop sudden-ly. Each salesman has been provided with a score card enum-erating the basis of the competition and outlining the point system by which representatives will be graded for prize standings. There are three divisions of the campaign so all contestants can compete on an equal basis-Trade Sales, Manufacturers' and Specialty Sales, and Railway and Marine Sales. The points cover various increases in number of accounts landed, growth of sales in special lines, securing of architectural specifications, etc.fourteen requirements under each department, with points graded according to the percentage of increase reached above fourteen. The following is a typical example:

"No. 8. To exceed your estimate of Trade Sales Business by 14 per cent; one point for each 1 per cent increase up to 14 per cent; 25 additional points when the 14 per cent has been reached; and 4 points for each 1 per cent over the 14 per cent."

In addition to the Top Notcher Competition which is an annual affair, the Fourteen Point Campaign has these special prizes: Trade Sales: 1st \$500; 2d \$400; 3d \$300; 4th \$200. Manufacturers'

Sales: 1st, \$300; 2d \$200. 1 way Sales: 1st \$300; 2d \$200. the winning sales managers shares of company stock will be offered. The Fourteen Point plan will also be adapted to contests in the factory and other branches of the organization.

In announcing details of the campaign to retail agencies, Walter H. Cottingham, president of the company, expressed his belief in a speedy readjustment of business to normal, but questioned the likelihood of prices dropping for a considerable time:

Business did not slump when war began, only to a very slight degree and for a very short time. It simply changed from one channel to another. A demand sprung up for new kinds of materials, brought about by war requirements, and the demand for some other kinds slackened, especially for such materials as were considered non-essential.

"The same process, in my judgment, will be followed in getting back to normal. Business will not slump, but it will change. The demand for those goods, not wanted in war times, will revive again, and eventually trade will flow in the old channels.

"I am sure this is so, as far as our own industry is concerned. As to prices, the costs of our principal raw materials have changed very little. Some have advanced since the war stopped, and our labor costs are at the highest point. Therefore, there are no grounds for reducing our prices at pres-It does not look to me now as if there can be any change for many months to come.

The George Batten Company in Chicago is preparing a consumer campaign for the Square D Company, of Detroit, advertising safety electric switches.





The best test of magazine value in relation to advertising is the method employed by the Publisher to build circulation.

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No inducements have ever been employed to force the circulation of The Red Book Magazine.

The monthly demand for The Red Book Magazine is spontaneous and voluntary on the part of over one half million readers. This is solely the result of the vigor of its literary





appeal to the emotions and the intellects of modern American men and women.

The continuous monthly increase in circulation defines The Red Book Magazine's success in reflecting and interpreting the impulses and achievements of life to-day.

RALPH K. STRASSMAN

Advertising Manager





Circulation Exceeds 600,000 net paid

A collective influence representing readers' voluntary interest



Sea

"Majo

I^N a one saving put i buck & succes betwee ers of inal ex great emplo when obliga per ce out stockh profitto de salary per an

In ployee pointe to be every sition, pate remain emplo by the time? Share now hor more comparately in the share to make the share the sh

compa Juli view the p Roebi Print wald: "'V result only!

ent pe emplo \$25 a lated basis years' 000. a wee

Sears-Roebuck Profit-Sharing Plan Wins Co-Operation of Employees

"Majority of Stock May Ultimately Be Owned by Employees," Says Julius Rosenwald

IN a little more than two and one-half years the combined savings and profit-sharing plan put into effect by Sears, Roe-buck & Co. has proved an assured success. The company employs between 30,000 and 40,000 workers of both sexes, and the original experiment was watched with great interest by sociologists and employers throughout the country, when in July, 1916, the company obligated itself to contribute five per cent of its net earnings withdeduction of dividends to stockholders, to an employees' profit-sharing fund, the employee to deposit five per cent of his salary, in no case more than \$150 per annum.

In the booklet issued to em-ployees outlining the plan, it is pointed out that participation is to be entirely voluntary, and that every employee regardless of position, will be eligible to participate in the fund so long as he remains with the firm. That the employees like the plan is shown by the fact that at the present time 92 per cent of all eligible to share are enrolled, and that they now have a total of 80,000 shares, or more than 10 per cent of the

company's stock. Julius Rosenwald, in an interview a short time ago, described the plan in detail (which Sears-Roebuck & Co. have sent to PRINTERS' INK). Said Mr. Rosen-

"'We are very happy over the results of this profit-sharing, not only by reason of its obvious success, but because of the independent position which it gives to the employee. An employee earning \$25 a week would have accumulated after twenty years, on the basis of the last two and a half years' record, approximately \$20,-000 An employee receiving \$50 An employee receiving \$50 a week would, at the end of twen-

ty years, have about \$40,000 to his credit, and it is estimated that this is the minimum.

"'Inasmuch as the fund is invested in the stock of the company and the fund has already acquired more than 20,000 shares out of the 750,000 shares outstanding of the common capital stock of the company, it is not unlikely that in the course of years a majority of the stock will belong to the employees, either to those who have withdrawn their earnings in the fund and have retained their shares which they receive when they withdraw, or to those who are still participants in the fund.

"'Under the terms of the plan a participant may withdraw his accumulated savings and profits any time after ten years. An exception to this rule is made in favor of female employees leaving to be married, who can withdraw their profits after five years of service. A further exception provides that, in case of the death of a participant, his relatives or estate receive whatever has accumulated to his credit, regardless of the length of service.

HELPS TO SET UP HOMES

"'During the month of January, this year, forty-five young women members of the fund withdrew their savings and profits in order to get married, most of whom might not have been able to marry had it not been for this method of saving. Three times as many young women left to be married in January, 1919, as in any previous January. This undoubtedly is due to so many young men returning from service abroad. These forty-five young women from the fund more than \$19,000, an average of \$425 each, with a maximum of \$644—undoubtedly very comfortable sum with which to start housekeeping and

probably unattainable save by the provisions of this profit-sharing

plan.

"Since the plan was placed in operation, July 1, 1916, about 500 of our young women have left to be married, and the amount of money they withdrew from the fund aggregated \$150,000.

"The Sears, Roebuck & Co.'s employees' savings and profit-sharing pension fund has a total of \$3,-012,123 credited to its members. Of this amount the employees contributed \$656,299; the balance, \$2,355,824, represents the company's contribution, plus dividends on the stock in which the fund is invested. At the present market value the 20,000 shares now held by the fund would show additional profits of considerably over \$400,-000. This, however, has not been taken into consideration in the above figures, showing a total of \$3,012,123.

Employees are only eligible to become members of the fund after completing three years of service. Up to January 1, 1919, 92.4 per cent of all the eligibles were members. This includes factories as well as our main plant and two branches in Dallas and Seattle.

HOW IT WORKS IN SPECIAL CASES

"'A fair idea may be gained of the manner in which the plan works out in the case of an individual by taking an actual case of salary of \$20 weekly during the two and one-half years in which the fund has been in operation. Such an employee has to his credit December 31, 1918, \$593.52, which was invested in 38-10 shares of the company's common capital stock, which according to to-day's market value would be worth about \$643. This employee contributed \$1 each employee contributed week or a total of \$130, and now has \$643 to his credit. In like manner, an employee who has deposited the maximum sum weekly permitted by the terms of the plan, namely, \$3 a week, or \$150 a year, and who has deposited \$375 in the fund, found himself on December 31 last credited with almost eleven shares of the company's common stock, with a value of more than \$1,900.

"Employees, not including officers of the company, own outright 53,498 shares of the stock in addition to the 20,000 shares now held by the profit-sharing fund, and 838 employees are buying on the monthly payment plan 5,731 shares, or a total of nearly 60,000 shares of the common stock. This makes a total of 80,000 shares of the common stock now held by employees, or more than 10 per cent of the total issue.

ANNIVERSARY CHECKS CONTINUED

"In addition, the company still continues its anniversary check plan, and during 1918 distributed among employees under this arrangement \$319,000. Under this plan employees receiving less than \$1,500 a year, after five years of service, receive on their fifth anniversary a check for five per cent of their annual salary. On their sixth anniversary they receive a check for six per cent, and in the same ratio, up to the tenth anniversary of service, when the anniversary check amounts to 10 per cent of the annual salary, and it continues on that basis thereafter.'

"In discussing the provision made for the returning American soldier formerly in the company's employ, Mr. Rosenwald pointed out that, although no employee who had withdrawn from the fund could re-enter, the company had made an exception in the case of men who went into their coun-

try's service.

"These men as they return, get back their positions with a continuous service record which enables them to re-enter the fund without penalty or loss,' he said. One thousand seven hundred and thirty-one employees of Sears, Roebuck & Co. went into the service, and as they return they are being reinstated. So far 400 employees out of 1,731 have returned and resumed their old positions."

"In the light of your experience during the last two and a half years, is it your judgment that such a profit-sharing plan as you have placed in operation has had

1340 COLUMNS GAINED in MARCH

BY THE

Baltimore Sun

MORNING

EVENING

SUNDAY

- For the fourth consecutive month Baltimore's Big Newspaper has gained more than 1,300 columns over same month a year ago.
- In March The Baltimore SUN again printed more advertising than all other Baltimore papers combined.
- In the past four months (December-March)
 The SUNPAPER has gained almost two
 million lines of advertising (1,999,570 lines,
 be exact.)

Service

If there is anything you want to know about Baltimore market conditions or the possibilities of creating a profitable market here for your product, write our Service Department. It will be a pleasure for us to give you the benefit of our knowledge of local conditions.

The outlook for business in Baltimore was never better. Great industrial development is projected. Big home building programs are under way to take care of the growth in population. Come into the Baltimore market now and participate in the city's prosperity.

Cover the Baltimore Territory Completely with the Home Delivery Circulation of

The Baltimore Sun

the effect of harmonizing and solidifying the relation between employer and emplo Rosenwald was asked. employee,

"'I think that is obvious,' he replied, but probably I can better answer the question with a story. Recently an Eastern publisher, a large employer of labor, sent to our office and offered one of our employees a greatly increased salary to come with him. The employee refused, giving as his reason that his future with Sears, Roebuck & Co., due in part to the profit-sharing, made it inad-visable for him to leave, regardless of the difference in salary This Eastern publisher offered. was so impressed with this statement that he came to Chicago to obtain full information as to the workings of the fund and has decided to adopt a similar plan in connection with his business."

RESULTS BETTER THAN EXPECTED

"In a circular just issued to the members of the fund, the trustees —Julius Rosenwald, A. H. Loeb, O. C. Doering, John H. Mullen and Mrs. Allura Rudd Brooker call attention to the fact that the results of the actual operation of the fund are so far in excess of the estimate furnished when the plan was first announced, that they desire to submit a revised estimate showing the amount that may be expected to be realized from the accumulation of profits and savings based on the experience from July 1, 1916; to December 31, 1918. The circular cites the case referred to above—that of a \$20 a week employee who contributed \$1 a week to the fund for 130 weeks, and who on December 31 last had \$593.52 to his credit. 'It must be understood that this is merely an estimate, but the reasonable expectation is that the results of the past will be continued, and that we may even hope they will be exceeded in the years to come.'

"The trustees point out that, assuming the profits will continue the same as in the last two and a half years, the results would be as follows for the different salaries

and periods named:

Member-			Total Est.
Average Salary	ship Period.	Savings Deposited	Accumulation of Savings
Per Wk.	Years.	by Employe.	and Profits.
\$15	5	\$ 175.50	\$ 901.22
	10	370.50	2.648.55
	15	565.50	5,787.53
	20	760.50	11,426.56
20	5	\$ 234.00	1,201.62
	10	494.00	3,531.40
	15	754.00	7,716.71
	20	1.014.00	15,235.41
25	5	\$ 292.50	\$1,502.02
	10	617.50	4,414.25
	15	942.50	9,645.89
	20 '	1,267.50	19,044.26

"The amount contributed Sears Roebuck & Co. for each \$1 saved by an employee is shown by the following table:

Period	Total Paid for Company	Paid for Each \$1 Saved by Employe
1916(Half) \$	412,215,55	\$3.09
1917	905,484.04	3.02
1918	1,077,883.19	3.26

"The total contributions of the corporation amount to \$2,355,824 for the period of two and a half years. The employees in the same time have paid in \$656,229.

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Wants Information on Agency Practice

THE MARIETTA PAINT & COLOR CO. MARIETTA, OHIO.

We are writing for information as to the method of high-class advertising agencies in charging commissions for services.

Is it their practice to deduct publishers' commissions from card rates, and then base their commissions of say fifteen percent on the net cost of the space? Or do they base their commission on the gross or card rate, and then deduct whatever commission the publication allows? publication allows?

JOHN H. RENNARD, Advertising Manager.

C. B. Ryan Now With Service Corporation

Charles Burrill Ryan, Jr., has joined the Detroit office of the Service Cor-poration, Mr. Ryan was previously connected with C. C. Winningham, ad-vertising agent, Detroit, as copy-writer, and the U. S. Food Administration, as assistant director of education.

Appointment by Donovan & Armstrong

John H. McMurtrie has joined the staff of Donovan & Armstrong, Philadelphia advertising agents.

Anyway Billie Burke Was In Good Company



International Correspondence

SCRANTON, PA

March 31, 1919

Mr. Harry Levey, Mgr. Ind. Dept., Universal Film Manufacturing Company, New York City

Dear Mr. Levey:

I am sending you clippings of two helf-column stories from Scranton newspapers on the showing of "Heads Win!" at the Strend Thestre Monday and Tuesday next. The Strend is running announcement slides and is putting out poster cards in the city and in all towns within a radius of ten miles. They will start display advertising in the newspapers Thursday.

Please read the enclosed clippings carefully. I think it is a remarkable tribute to the entertainment value of this picture that "Heads Win!", a five reel industrial film, is booked and advertised as the leading feature at the Strand, with Billie Burke as the secondary attraction, and this Billie Burke film, by the way, is the one that is running as the feature at the Strand in New York this week. This is the first time in America that a five-reel industrial picture has been run as the feature of the program in such a theatre.

The Comerford Amusement Company, which controls the Strend, has booked "Heads Win!" to run as a feature in the sixteen theatres on its circuit. This means that it will be shown in the leading theatres in Scranton, Wilkes-Berre, Pa., Pittston, Pa. Carbondale, Pa., Binghamton, New York and Geneve, New York.

Certainly this is a substantial beginning on our national Campaign:

Very Aruly yours

GLS:MR

I farm Lumer

Mr. Summer did not want a picture to store in the I. C. S. vaults. He wanted a picture for a National Campaign. He investigated and contracted for *Universal Selective*, Guaranteed, Proven Circulation. Write me about it.

UNIVERSAL FILM MANUFACTURING COMPANY

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe Studios and Laboratories—Universal City, Cal.; Fort Lee, N. J.

Offices, 1600 Broadway

New York

Beyond Chins and Trousers

YOU enter a room full of strangers. The introductions over, you begin unconsciously to select certain persons with whom you would like to talk. Hard to say what external qualities govern your selection. Of course, a pretty chin may have a lot to do with it. And if it's a man, we are assured by the writers of men's clothing advertisements that it's largely a matter of lapels and trouser-hang.

But this we do know, because the spectacled psychologists are forever telling us—that instinct has a most important part in our selection of pleasing personalities, pianos, and reading matter.

C

One of our psychologists made up a chart of instincts whereby an advertiser of mince-meats, for example, could have his copy written in a gradated appeal to the dominating instincts of his customers. But you say you like this man and this machine and this magazine, and unless you are an analytical cuss you let it go at that.

The average reader of Photoplay Magazine tells you he likes it and lets it go at that. He doesn't analyze the instincts of lively curiosity about life that lead him to pick Photoplay from the host of newsstand applicants. Why should he? That's the job of the editorial staff.

I

And isn't it enough for both of us, you the advertiser, and me the advertising manager, to know that Photoplay is read by substantial, money-making men and women everywhere because they like it? We'll say it is. Photoplay is the instinctive magazine.

Let the name stick in your mind; it's imitated

PHOTOPLAY

The Instinctive Magazine

W. M. HART ADVERTISING MANAGER 350 NORTH CLARK ST. CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

THE greater selling force is frequently the reputation of the house rather than the reputation of the goods.

When the public believes in both prosperity follows.

Critchfield & Company knows how to make the public believe in you and in your product.

A request for one of us to call upon you will be appreciated.

Critchfield & COMPANY

CHICAGO

NEW YORK

ROSTON

DETROIT

MINNEAPOLIS

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Motor Car Advertising in Germany Denotes Thriving Business

Berlin "Motor" Puts out a Record-Breaking Issue

By Daniel T. Pierce

With the American Red Cross overseas

EVERYONE who has been in Germany since the armistice is tremendously impressed with the prosperity of her industrial estab-This is particularly striking if one makes the journey in such a way as to bring about a sharp contrast between the ruined mines and factories of northern France and of Belgium and the perfectly organized plants of Germany. Even outside of the field of devastation few French, or for that matter English, manufacturers have been able to maintain that neat, well-ordered and well-run appearance that the German establishments show. The effect is the same whether one goes northward and passes from Belgium to Essen and Dusseldorf, or southward through Toul and Nancy to the busy, efficient looking plants of Alsace-Lorraine and so on to the lower Rhine towns.

This is something that few can see, but anyone who has four marks can buy a copy of the January-February number of Motor published in Berlin-that is, if he can find it on the newsstands, which he can't. Only one copy of this paper reached Paris, so far as I can find out, and apparently the publishers made no attempt to distribute their journal in allied countries. This, it is true, is only an inference or deduction from the interesting fact that while the usual invitation to "Mention Motor when writing to adver-tisers," appears in Russian, Scandi-navian, Turkish, Bulgar, Polish, Hungarian and Spanish, it is not printed in English, French or Italian!

But what is the special significance of this issue of Motor? It is this, that in a country supposedly defeated and starving and internally rent by Bolshevism and other political and social disorders, the automobile industry supports and makes possible the publication of one of the most impressive issues of a motor journal that ever appeared anywhere at any time.

This number of Motor has 234 pages, of which all but fifty-six are advertising. And this adver-tising! Of the 178 pages of it all but thirty-two are especially designed page plates in all colors of the rainbow. From the American point of view it is poor advertising because as a rule it consists merely of a picture and the manufac-turer's name, but the pictures are wonderfully well done in poster style, the plates splendidly made and printed. Most of them are in straight three colors-not process work. The plates alone for the 8x11 pages would cost \$75 for each advertisement; the colors are uni-formly good, showing that there was good ink as well as good press work. The paper is heavy dull-finish. Truck advertising predominates, but luxurious pleasure cars and appliances of every kind are also included.

THE GERMAN UNREPENTANT

As to the text, part of it is illustrated in two colors, and ranges all the way from "Der Flug uber den Ozean" to "Fliegerbekleidung." In between are articles on electric express trains, wireless telegraphy from giant airplanes (riesenflugzeug), the auto industry in its relation to commerce, new applications of motor transport, the story of a night bombing expedition, a series of remarkable photos made from airplanes, motor plowing, railmotors for field transport, and a gleeful article on the shelling and bombing of Paris with maps showing where each shell and bomb fell. also some cleverly exaggerated

photos showing destruction by bombs. There are several pages of news of new firms, undertakings

and products.

Advertising men know that talk as they will, and with excellent reason, about the advisability of advertising in times of adversity and depression, the manufacturer who is doing a poor business and faces an uncertain future, does not spend money lavishly for advertising. German advertisers are doubtless like those of other nationalities, in this respect at The only conclusion, therefore, that one can draw from this copy of Motor-Berlin Motor-is that the German automobile manufacturer is far from "broke" and that he looks confidently toward the future. He is willing to spend money in the belief that he is going to get it back.

I have shown this copy of Motor to at least twenty Englishmen, Americans and Frenchmen in Paris. Their unanimous query is, "How can they do it?" Undoubtedly by confidence in themselves and their not-distant future—a confidence that American publishers and advertisers might well

emulate.

Certain-teed's Report to Stockholders

THE annual report of the Certain-teed Products Corporation of St. Louis for 1918, published in newspaper advertising columns recently, tells in detail the reasons why the company's income fell off last year as compared with 1917. The prevailing shipping difficulties and the Government "shut-down" orders interfered with the volume during the first part of the year and in the latter half, according to the report to stockholders, "restrictions on general building and repair work were so severe, and the public mind was so educated to believe that it was a patriotic duty to do no work in our lines if it could possibly be avoided, that instead of having our usual fall business, which is always the

most satisfactory period of the year in all of our lines, there was very little fall business. From the signing of the armistice to January 1st our business practically stopped. During this period we hesitated to reduce wages or shut down our plants and break up our organizations, and our losses during this period were a substantial blow to our profits accumulated during the earlier periods of the year.

"While the volume of business for the second half of the year was most disappointing as indicated above, we have found that the decrease for the year was on our unadvertised brands, while we made a substantial increase in our Certain-teed brands of goods over any previous year. This, we believe, proves that the Certain-teed goods are gaining rapidly in popularity and have established a splendid record of service during the fifteen years of the company's business. Our standing with our trade is, we believe, at high water

mark.

"Although the sales for 1918 were greater than for any previous year, the net profits were much reduced by the big increase in expenses of all kinds. The advertising charged off during the year was approximately one hundred thousand dollars in excess of any previous record. The warehouse and selling expenses were greater than for any previous year, and we believe these ex-penses have laid the foundation for much future benefit. The total charged off for repairs and depreciation during the year was also at high water mark, and aside from disappointment in volume of business done and in net showing, we believe the business has been all we could expect under the conditions ruling during that year.'

McBride With Premier Cor-

O. K. McBride, formerly assistant sales manager of the Federal Truck Company, Detroit, has been appointed assistant sales director of the Premier Motor Corporation, Indianapolis.



THE NEW ORLEANS ITEM

The City's Great Afternoon and Sunday Newspaper.

THE SUNDAY ITEM of March 30 contained 551 columns of paid advertising.

The Times-Picayune on the same day carried 335 columns.

The States on the same day carried 345 columns.

THE ITEM led the Times-Picayune by 216 columns—led the States by 206 columns.

This issue carried the AUTOMOBILE SHOW SECTION of all three papers.

In AUTOMOBILE ADVERTISING.

THE ITEM carried..... 53,508 lines
The Times-Pacayune..... 22,134 lines
The States....... 20,552 lines

THE ITEM led the Times-Picayune by 31,374 lines of automobile advertising—9,240 lines more than DOUBLE their auto business.

THE ITEM led the States by 32,956 lines of automobile advertising—12,404 lines more than DOUBLE their auto business.

THE ITEM carried 10,822 more lines of automobile advertising than both the other papers combined.

THE ITEM PUBLISHING COMPANY, Ltd.

NEW ORLEANS, LA.

James M. Thomson, Publisher Arthur G. Newmyer, Bus. Mgr.
THE JOHN BUDD COMPANY

Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis

"We're Real People" to Be Salvation Army Campaign Keynote

Further Details of Ten Million Dollar Drive

DURING the coming Home Service Fund campaign of the Salvation Army, emphasis will be laid upon the fact that the Army workers are "real people."

"Ask your boy where the Salvation Army lassie was when the fighting was the thickest and he'll

"Ask your boy where the Salvation Army lassie was when the fighting was the thickest and he'll say, 'She was right on the job."
This is the message of one advertisement, while others stress the point that to the doughboys in France, the "Army" people were just like the folks back home.

"And now these same 'real people'," continues the text, "back from the war with new laurels, have built their trench in the Streets of Poverty in America. They will wage the fight for the poor and unfortunate at home, just as they have done for years—only on a larger scale."

The purpose of this campaign.

The purpose of this campaign, as previously reported in Printers' INK, is to raise a fund of ten million dollars, at the conclusion of which the tambourine and public solicitation of funds are to be permanently discarded. A series of thirty-one suggested advertisements, ranging from a single inch to a full page, are now in proof form, ready for distribution. These advertisements are purely typographical, giving the various magazines and house-organs which use them a wide latitude for personal adaptation. The line, "A man may be down, but he's never out," used frequently, is the recently adopted slogan of the Salvation Army, and will be featured also in the outdoor display publicity. One of the quarter-page suggestions reads:

"I'm down and out," said the

derelict.

"You may be down," said the Salvation Army officer, "but you're not out.

"Get up!"
And he did.
Boost that kind of work!

Other facts brought out in this campaign exemplify the spirit of self-sacrifice which permeates the organization—that when the Empress of Ireland went down, 140 Salvationists were drowned and that when their bodies were later

THE SALVATION ARMY

"A Man May Be Down,
But He's Never Out."

Broken men, women who have lost hope, friendless girls and little babies—ill and deformed—are the special charges of The Salvation Army.

It is enlarging its work.
Will You Help?

The Salvation Army Home Service Fund May 19-26.

NATIONAL ADVERTISING COPY FOR THE

discovered, not one was found with a life belt on. The money to be raised in this campaign, it is explained by Elmore Leffingwell, director of publicity, will be used in the development of the Army's work in America. "Not one cent of it will go out of the country, nor will any of it go to reconstruction war work. Some reference is made in one or two of the ads to the war record of the Army. But excellent as that record is, it prefers to be judged by its long period of service in the poverty streets of America."

An Increase InCirculation

Since the removal of the Government's war-time restriction on paper the circulation of the Butterick Trio has increased as follows:

In view of an increased newsstand and subscription price of about 33 percent, the steady growth of the Trio's circulation augurs well for the future.

The Trio's advertising for the first half of 1919 (with no mail-order advertising accepted) has increased about 40 percent.

Butterick Trio

The Four-Cornered Show-Down

A Tale for Automotive Skeptics

I T was exactly five years ago last August that one of our executives walked into the Advertising Manager's office of one of the then largest, most hand-somely factoried and famous motor car manufacturers in Detroit.

He told the Advertising Manager about our service: briefly, but sufficiently interestingly to prompt the summons of the Sales Manager.

For obvious reasons we do not wish to name this Sales Manager, but he has never had a superior in the automotive world.

He, too, listened — interestedly, but á-la-Doubting Thomas. After the interview, he confirmed this in the following words:



"I have been in the automobile business all my life, and I never knew of any concern that had any such information as you claim you have. I don't doubt your word, but you have certainly got to show me."

The SERVICE
Automotive Sales

Our representative assured him that would be easy if he would name the sort of test he wanted made.

"All right, I'm going to give you four towns as widely separated as you can imagine, on which it happens I have just received a complete report from my traveling men, and I know these towns myself.

Give me your reports on these towns and we can mighty soon write your number."

This was the Verdict

A letter from the Advertising Manager, dated August 9th, 1913:

"This acknowledges receipt of your reports on Omaha, Neb., Fort Wayne, Ind., Americus, Ga., and Keene, N. H.

"These give such comprehensive information on the automobile trade that they remove the last trace of skepticism about your service.

"Knowing the obstacles in the way of getting and keeping authentic trade information in this business, I am free to confess that your claims for your service, with all due respect to your veracity, were almost beyond our belief; but after thoroughly combing your reports on these widely scattered towns—and we know conditions perfectly in each of them—we find every claim you have made for your service substantiated, and then some.

"You have neither overstated nor understated the facts about any of the dealers in these towns. The reports are 100% correct. All doubts are now swept aside. Really, we didn't know it could be done."

It's possible that you didn't know "it could be done." Finding out, in terms of your own sales problems, will not obligate you in any way.

CORPORATION Development Exclusively DETROIT, MICH.

The campaign will continue from May 19 to May 26, and advertisements will appear in the

May magazines and publications. The Famous Players-Lasky Corporation will soon have ready for exhibition a Salvation Army film, "The Fires of Faith," which, while of a commercial nature, will interest and instruct the public. An attempt will be made to persuade the various moving-picture news services to favor the Salvation Army campaign during April and May.

committees Six have been formed to assist in carrying the numerous details of the campaign. Their work, as explained in the plan book, will be as follows:

Prospects' Committee-To consist of men who are competent to select the names of those who may be specially solicited during the campaign and to estimate the reasonable amount of help that may be requested from each of these individuals.

Speakers' Committee—To or-ganize and assign all available local speakers and arrange for announcements from the pulpit

and the stage.

Publicity Committee — To be composed of men who will have an intelligent and fair-minded influence upon the local newspapers and whose duty it will be to obtain for the campaign publicity in the news columns as well as the advertising columns of the papers.

Committee-To or-Women's ganize the campaign among women and to enlist the interest of women who heretofore little of the Salvation known

Army and its work.
Soldiers' and Sailors' Committee-To consist of men who have served overseas and who can tell of the work of the Army in that field. What they can report will prove the efficiency, the industry, the frugality and the conservation of the Army in all its stewardship of funds and duties entrusted to it everywhere.

Transportation Committee-To arrange for the use of automobiles and automobile trucks dur-

ing the campaign.

American Trade Publications Wanted in Java

"As the result of an inquiry recently addressed to the Handelsvereeniging te Batavia (an organization corresponding to the chambers of commierce in the United States)," says Consul A. E. Carleton, Batavia, in "Commerce Reports," "it was learned that no American trade sublications have been received." trade publications have been received by this organization, although similar papers from other countries were on file. The often-expressed desire of the banks and business men of Batavia and Netherlands India generally for a closer commercial relationship with the United States, and for connections di-rect and not through the intermediary of Holland or any other country of Europe, suggests that such trade papers as would be of service locally should be as would be of service locally should be sent to this organization for a period of time at least. Every endeavor should be made to meet the coming competi-tion of European countries, and the reading of American trade publications is perhaps one of the best means of in-teresting importers in the products of

teresting importers in the products of American manufacture.

"Trade papers dealing with automo-biles, motor trucks, motorcycles, and bi-cycles; foodstuffs; iron and steel; chem-icals, disinfectants, drugs and medicines; shoes and leather; tea, coffee and sugar; office appliances; dyes and dyestuffs; omce appniances; dyes and dyesturs; engineering, concrete and general constructive work; electrical supplies; estate supplies; railways; shipbuilding; machinery; textiles; motor boating and construction of motor boats; hardware and technical and various trades are supplied. tools; and various trade reviews are especially wanted."

Newspaper Men to Give Welcome Home Dinner

A "welcome-home" dinner is to be given by New York newspapermen on Saturday, April 26, at the Commodore Hotel, to their comrades who served during the war. When the dinner was Hotel, to their comrades who served during the war. When the dinner was originally planned it was with the as-surance that the 77th Division would be home by that time, for a great many men who were to be entertained are in that division. The dinner, however, will be given as arranged. Another may be given in the fall.

The dinner will be attended exclusive-

ly by newspapermen and their individual guests who have seen service.

Promotion for I. G. Kennedy I. G. Kennedy I. G. Kennedy I. G. Kennedy has been appointed manager of the advertising department of the Computing-Tabulating-Recording Company, New York. For a number of years he has been serving in the sales and advertising departments of the Moneyweight Scale Company and the Computing Scale Company of America, subsidiary companies.

Drew Dress, who has just returned from overseas service and who was formerly connacted with the company's executive office, will be Mr. Kennedy's assistant.

assistant.

The Comfort Route to Invisible Markets

How it reaches vast concealed Selling Zones—hidden to the city man but easily disclosed with Comfort's advertising wand

By Edward Mott Woolley

Comfort Route To Invisible Markets

By Edward Mott Woolley

Some advertising investigations took me to Maine and by accident threw me in contact with W. H. Gannett, founder and for 31 years publisher of COMFORT at Augusta. We discussed circulation and he asked me to see his plant, which hugs the raging Kennebec.

I was impressed by the significance of the establishment, and almost missed the 4:06 train. For many years my work has thrown me in frequent contact with farm markets, and I know how big the opportunities are for national advertisers—and how little they have been explored. I have often observed that the immense selling possibilities of country districts seem strangely invisible to city sales offices.

Here in Augusta I found, on the other hand, an extraordinarily potent medium for reaching this vast market; yet oddly the magazine has remained almost as invisible to big advertisers as the market itself.

Irresistibly, a vivid picture photographed itself on my brain: COMFORT, in its big plant at Augusta, as a mighty wireless station flashing its message to an invisible market in distant regions—talking into the silence, but sure of an audience of six million people with hearts attuned to its vibrations.

Perhaps the thing that got hold of me most at the COMFORT plant was the Subscription Department, which Mr. Gannett tells me has the biggest paid-in-advance list of subscribers in the world. Every one of them gets COMFORT direct. It cannot be bought at news stands.

In this Department an odd incident occurred that changed my imaginative picture to something concrete. In looking through the subscription list, Mr. Gannett casually remarked that COMFORT traveled over every rural mail route in the nation. On the impulse I asked him to see if the magazine was taken in a little western town where I lived as a boy, and in a minute I held in my hand the names of families that brought back forgotten memories.

"These people have real money," I remarked, my mind reverting to a haughty maiden who was wont to give me "the mitten" when I yearned to see her home from church. Later she married a farmer with four hundred acres and much money at interest; and here in COMFORT'S files was the name of my longago inamorata!

This girl and the farm, Mr. Gannett said, typified COMFORT'S subscribers. And from

his records he demonstrated COMFORT to be a medium reaching farm people anchored to permanent homes and income properties; the one class with a billion-dollar Government guarantee.

Mr. Gannett's facts and my own knowledge of farm people gave me an inspiration. "A vast but somewhat invisible market," I said; "well worth revealing to national advertisers."

"Then go ahead and do it!" he replied.

Thus I am writing a booklet, "THE COM-FORT ROUTE TO INVISIBLE MAR-KETS." A route indeed that reaches vast concealed selling zones—hidden to the city man but easily disclosed by COMFORT'S advertising wand!

This little book is especially interesting because COMFORT'S large-space advertising rates go up May 10—although advertisers making non-cancelable contracts before this date have the old rates for a year. But aside from this, the book reveals country life psychology and shows why millions of people read COMFORT, believe in it, love it.

I have surveyed, analyzed and dissected these readers; put them under the microscope; opened their purses and counted the contents. If you are interested, put in your application to W. H. Gannett, Publisher, Augusta, Maine, who will send you a copy as soon as it is off the press.

Knowled

"THI concerns only be that the positivel self whe rapher Face to he can he-man talk ind barriers. do the th into thos that lite tear my of the w man reli ings wh with a INK sta siderable means o do a lo been try ness-get letters a has four use of not be 1 "A ma

write a declared ent we of the not get If he s hand I'l a dozen This mathing as saw a daughter table. does not thing to "Yet"

They sel

the good

master

Writing Sales Letters That Sell

Knowledge of the Merchandise More Important Than Ability to Write Perfect English-Write as You Would Talk, Man to Man

By S. C. Lambert

THE boneheaueu sale that go out from numerous concerns, including our own, can only be accounted for by the fact that the average human being positively will not be his own self when he is talking to a stenographer, or a dictating machine. Face to face with his prospect he can be an ordinary, everyday he-man and can put up his selling talk independent of any artificial But let him attempt to do the thing by mail and he lapses into those old bewhiskered phrases that literally make me want to tear my hair."

This is an expurgated version of the way a big Chicago business man relieved himself of his feelings when discussing sales letters with a member of the PRINTERS' INK staff. His firm does a considerable part of its selling by means of the mails and hopes to do a lot more. He has of late been trying to inject some business-getting sense into the selling letters and some of the things he has found have driven him to the use of language that had better not be reproduced here verbatim.

"A man does not have to be a master of English in order to write a good selling letter" he declared. "The best correspondent we have in this place is one of the older salesmen who did not get through grammar school. If he should write a letter by hand I'll bet you there would be a dozen misspelled words in it. This man knows there is such a thing as English grammar. He saw a copy one time that his daughter left on the dining room But as for rhetoric, he does not know whether it is something to eat or to wear.
"Yet his letters sell

They sell goods because he knows the goods in the first place. He knows the people to whom ne

is trying to sell. And he has sense enough to be natural. When an inquiry comes here, this fel-low analyzes it and then says what he has to say. When he gets through he quits. But he does not quit before he gets through.

WRITES IN "GOOD OLD UNITED STATES"

"He does not beg to acknowledge receipt of anybody's letter or to assure the prospect that his valued order 'will receive our care-ful consideration.' He does not congratulate the prospect on having made the inquiry of us. I never knew him to be guilty of referring to our fifty-four years of successful business experience in answering a request for information. He knows the prospect does not care what we think about ourselves or our goods. He simply tells the inquirer what he wants to know-tells it to him in good old United States. The stenographer puts in the commas and periods and does the spelling. He

supplies the brains.

"If this man had an education I would be working for him to-day. But education and knowl-edge of English do not by any means qualify a person to sell by mail. Just read this letter which came to my attention this morning and you will see what I mean."

The letter was smoothly writ-ten, the diction was good, the mechanical execution was correct. Its literary standard would have met the approval of a professor of English. But the only trouble was it did not tell the man what he wanted to know.

The inquiry was from a man who wanted to open a soda fountain in an Eastern university town. He knew considerable about the business but his reading of the firm's selling literature had caused

him to look ahead. He wanted something that would measure up to the requirements of to-morrow and the next day. Naturally, he sought his information from the firm that gave him the idea.

The reply told him at considerable length about the standing of the house, of how men like himself all over the country were also looking ahead to the future. The prospect was assured that the company's experts would be more than glad to be of service to him and that the more than half a century's achievements of the company ought to assure him that his problem would be handled in a satisfactory manner. The correspondent was glad to send a catalogue which had "considerable information along the line you want." He also deeply appreciated the honor of having received the inquiry and trusted the inquirer would have a very prosperous season's business and so on and so on.

DID A SALESMAN EVER TALK AS SOME FOLKS WRITE?

"Suppose," suggested the executive after opening the window to let in a little more air. "I were to go right now up to Peacock's jewelry store and ask to see a lavalliere of the kind my wife has been hinting she would like for a wedding anniversary present. I would ask the salesman to show me some lavallieres and might ask him for some expert advice as to the particular kind he thought I should have for the purpose.

"If the clerk should handle me as this correspondent of mine handled the soda fountain inquiry

he would say:

"Mr. Blank, you certainly did
a wise thing when you pushed
through our swinging front door
this morning. We have been in
business here for fifty years. This
house has a reputation for trustworthy merchandise and honest,
decent treatment extending from
the Atlantic to the Pacific. Our
diamond experts are second to
none in the world. We have
given close and special attention
to lavallieres. Our stock is the

wonder and despair of every jeweler in the Central West,

THE

"Needless to say, we look upon it as an honor when a man of your standing in the business of this town comes here personally and asks us for our advice on such an important proposition as the selecting of a wedding anniversary present for his wife. Such problems as this, Mr. Blank, come up in our business every day and many a wife in Chicago is happier because of our knowledge of the business and of our painstaking care in advising men like you what to buy and what not to buy.

"Our expert knowledge is at your disposal. So is our merchandise. We shall be glad to have you come in at any time and look over our line. Whether you buy or not, we shall be proud to tell you what we know. Let us assure you again of our appreciation of this visit and wish you and your wife many happy returns of this occasion."

"Whereupon the clerk would turn around on his heel and walk away. Have I overdrawn the picture? Not in the slightest degree. Of course it would be unthinkable that a salesman in Peacock's or in any other store would be so silly as to talk to me that way. But doesn't it seem equally unthinkable that a man writing a letter would talk that way? This is the kind of letter that goes out from our house and from others all over this country. It is the kind of letter that kills more business than the cleverest of advertising can turn up.

FIRST OF ALL THE LETTER SHOULD TRY TO SELL

"When a man writes us asking about certain merchandise he is as live a prospect as I would be if I went to Peacock's after that lavalliere or if I went into a grocery store to inquire the price of butter. 'Yet he gets a letter almost slapping him in the face. The letter apparently refuses to recognize that the man wants something. It makes no effort to close the transaction or to advance it. It keeps putting off into the

THE PLAIN DEALER

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THE PLAIN DEALER

AUG. to MAR. 1918 · 1919

COLUMNS

Gains Again

You sort of expect gains from THE PLAIN DEALER. But this time they're unusual gains even for THE PLAIN DEALER:

For the eight months ending April 1, 1919, total paid advertising in THE PLAIN DEALER increased 3,830 columns over corresponding period last year. Of this, 837 columns was foreign display.

The only reason advertisers come back for more is RESULTS.

The Cleveland Plain Dealer

Largest Morning Circulation Between New York and Chicago

Eastern Representative John B. Woodward Times Bldg., New York Western Representative John Glass Peoples Gas Bldg., Chicago future the consummation of the sale. The inquirer is told the house will be glad to advise him. It ought to advise him right there and then.

"The correspondent falls into errors of this kind because he does not fully realize that a selling letter is actually a selling letter and not a vehicle for telling of the greatness of the house or starting a friendly correspondence."

When the justly exasperated executive paused a moment for breath the PRINTERS' INK man asked him if he could give any rule by which the sales correspondent could work in order to

get the best results. "Let him simply remember that he is selling goods and let him visualize the letter as an actual customer standing before him wanting to buy the goods," was the reply. "There is no need of giving a man a lot of advice about letter writing. Everybody has his own style in this respect. His own common sense, if he has any will show him the mechanics of the thing. Let him recognize an inquiry as a customer and then try to sell the goods instead of talking generalities. Let him imagine himself as a clerk behind a counter. If a woman came in and inquired about butter he would not think of telling her about his firm's reputation and assuring her he would be glad to have her come in at any time and look over the butter line. If he had any sense at all he would attempt to sell her butter right then and there. The rule is really ridiculously simple when you come to think about it.

"And then the correspondent

"And then the correspondent should try to size up his prospect, taking the letter as a standard. A man's personality can be judged fairly accurately from the letter he writes. There is no rule to follow here. You can just smell the thing out some way.

"After trying to size the man up as he would if the man stood in person before him, the correspondent then should try to make the letter fit the personality and the occasion. It should be either long or short, as occasion requires. It is a capital mistake to sacrifice thoroughness to brevity. Short letters are always to be desired, and most of the time are better than long letters. But many a selling argument has been superficially or insufficiently put just because the correspondent decided beforehand that the letter must be 'short and snappy.'

A MAN WITHOUT KNOWLEDGE OF GOODS WRITES A LIMPING LETTER

"One fault we have in this house—and I suppose it is the same in many others—is that the correspondent does not take the time to inform himself sufficiently to answer questions that are written him. If he does not happen to know the expert answer to the inquiry he is likely to slur it over by some high sounding talk about the house and a wide open invitation for the inquirer to avail himself of the firm's expert knowledge.

It is the rankest kind of folly for any man writing letters or other advertising matter to insist upon getting for himself an expert knowledge of everything in a business that handles as many lines as we do. Our various merchandise departments are in charge of men who have made life-time studies of those branches of merchandise. How could anybody-even an advertising man-step in here and assimilate this knowledge and experience? He must do ... at every other successful adverdising man does. He must know how to tell what the other fellow knows. A merchandise expert may not be a writer. writer may not be a merchandise expert. Therefore, let the two get together and let the writer tell what the merchandise expert knows. Some of the finest examples of service literature the country affords have been worked out on this very basis. The most successful selling letters are those that incorporate the expert knowledge in this or in that respect that is to be found in every up-to-date organization."



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Four Big Steps

To Your

Export Trade

Published in the four trade languages of the world—English, Spanish, French and Portuguese.

Supplemented by a group of co-operative services, the

AMERICAN EXPORTER

offers you the proven method of reaching and expanding your export trade.

A few of our services are:

1. Translation of correspondence in any language.

Credit reports on houses abroad.

3. Lists of business houses in any line and all markets.

4. Weekly confidential bulletins of export information.

5. Copy writing.

6. Information on any export subject or problem.

7. Reports from our representatives in foreign countries, for instance the tour now being made by our editor, B. Olney Hough, in France, Italy and Belgium.

The practical value of this service is proven by the fact that this is the second largest journal in the world in the number of advertisers. Write today for further details and sample copies.

> AMERICAN EXPORTER

17 Battery Place, New York

Chas. E. Wagner of Omaha, Neb., went gunning to surpass all the other states in the Union for total volume of business on Delco Farm Lighting System. He chose the

World-Herald

exclusively to help him do it.

World-Herald, Omaha, Nebraska.

Gentlemen:—

Omaha, U. S. A. March 10th, 1919.

You may be interested in knowing that our Nebraska Branch Office of the great Delco Farm Lighting System, surpassed all the other states in the Union for volume of sales year ending January 31st, 1919.

Word has just been received by this office from our Home Office that we exceeded our nearest state competitor by \$75,000.00.

We consider this a most remarkable fact when taking into consideration that a great many of the other states have a much heavier farm population, and that the average value of Nebraska farm land is much lower than that of other states.

The men in my organization have nothing but praise for the great work our ads in the WORLD-HERALD did for them. They tell me that every where they went the farmers were anxious to talk with them about the Delco.

Personally thanking you and your organization for the co-operation given me with my advertising, I beg to remain.

Very truly yours, CHAS. E. WAGNER, INC.

With the year more than half gone, Mr. Chas. E. Wagner, Distributor for the Delco Farm Lighting System in Nebraska, determined to lead all the other states in the Union in total volume of sales for the year ending January 31, 1919.

He realized the bigness of this task, but went at it with a strong will and a clear head.

On August 30th, he published in the WORLD-HERALD exclusively a separate six-page section, picturing and in detail explaining all the many uses that the Delco System might be put to for furnishing light and power on the farm.

This six-page section cost Mr. Wagner \$1,110.00, but he did not flinch at the cost. He wanted Nebraska to know the wonders of the "Delco System." In September, the following month, Mr. Wagner's sales equaled 41.9 per cent of his year's

quota.

In December, realizing that his own activities had caused other states to "Speed up," he decided to make another drive for the last month of his year (January), and with the aid of the World-Herald's competent artists and advertising writers, worked out a wonderful four-page section in colors, which he published exclusively in the WORLD-HERALD on December 26.

These pages were without question a masterpiece. They cost Mr. Wagner \$994.56 but he knew which way the road

ran, and-

When the January sales reports had been completed and mailed, Mr. Wagner was confident, but his happiness was not complete until word came from the Home Office of the Delco System, stating—

"Nebraska Leads All States By \$75,000"

Mr. Wagner and his agents cover Nebraska from one end of the state to the other, they know every turn and cross road on all its many highways, and they know which Omaha paper is read by the greatest number of their prospective customers and how it is looked upon by the people throughout the state.

Mr. Wagner chose the WORLD-HERALD to help him because he was certain of getting a wide distribution, and knew that the standing and prestige which the WORLD-HERALD enjoys among its readers, as being a solid, substantial newspaper, with a reputation for clean news and clean protected advertising, was of added value for the advertising of the Delco System.

Mr. Wagner is strong in his praise for the part the WORLD-HERALD played in helping him, and his great sales organization, make Nebraska the greatest Delco State in the Union.

Let the WORLD-HERALD carry your message as it did Mr. Wagner's-exclusively.

Feb. Circulation-Daily 80,335-Sunday 70,839

World-Herald

Most News Most Ads All Clean
New York and Chicago Representatives, O'Mara & Ormsbee, Inc.



What Do Tou See First In This Picture?

THIS picture is remarkable by reason of the different kinds of signs it shows, but just look at them as if you were standing on the street and see what strikes your eye first.

Now, wasn't it one of the three Oples agns—"Cafeteria", "Jewelry" or "Hotel Lincoln"?

It is all because these Oplex signs are made to be seen—clean-cut, raised letters of snow-white glass standing out from a dark background. They cannot be missed day or night.

You need electrical advertising—the Oplex kind—to the your national space to your dealer's door.

If you will give us a general ides of what is required, we shall be glad to send you a sketch showing how your aign will look.

The Flexiume Sign Co. Electrical Advertation The Flexiume Sign Co. Electrical Advertation The Flexium Sign Co.

Pacific Coast Distributory a Electric Products Carp. Los Angeles, Cal. 19 Canadian Distributors:
The Flexiume Sign Co., Ltd.

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How to Get Stores to Advertise Your Goods

Window Space Valued Highly—Display Must Be of a Si Get into Big Stores' Windows

By C. J. Potter

Of the Drygoodsman and Southwestern Merchant

IT is estimated that from 30 to 50 per cent of the stores' sales are made from the windows; that is, those windows that are properly trimmed. You might be interested to know what value some merchants place upon their show windows: Chas. Stevens & Co., of Chicago, \$150,000 a year; R. H. Macy & Co., New York, \$150,000 a year; Lord & Taylor, New York, \$100,000; Filene, Boston, \$506 a day; Saks & Co., New York, \$50,000 a year; Famous & Barr, St. Louis, \$10 to \$25 per day per window, according to size and location; B. Nugent & Bros., St. Louis, \$4 to \$15 per day, each, according to size and location.

The thing in which you are most interested is how to get your merchandise properly displayed in the retailers' windows, a a order to give you something acfinite it would be necessary to divide the stores of this country into

two classes.

The first class would consist of department stores, large dry goods stores, and the large men's wear stores. The second class would consist of the small dry goods store, men's clothing stores, hardware, drug, stationery and grocery stores. The reason for classifying these is that the materials which they use in getting up their displays, the manner and arrangement of merchandise are entirely different.

We will take the large stores first, and I want to say here that in order to get your dealer helps used and secure the co-operation of the display managers of these large stores, it is necessary to make a study of the policies adopted by

these stores, for the display materials which are acceptable to the smaller stores will not do for the larger stores.

If you could accompany me to the display manager's office of one of the large stores you would find just outside of his door one or two four-wheeled trucks. Each night those trucks are taken by the porter to the waste-paper baler, and you would be surprised to learn that a greater portion of those so-called beautiful display cards, lithographed cut-outs and other things that you prepared had never seen daylight but were going to the waste-paper baler to be sold for junk.

The reason for all of this is that the same materials are sent by you to all classes of stores. Supposing that your list of dealers comprises 50 per cent of the larger stores and your plans call for so many thousand lithographed cards. You send this out to your entire list and only 50 per cent of them are ever used. It is true that you spend time, energy, money and hire some of the best talent in the country to get up these display helps, but the trouble is you do not analyze your dealers.

MERCHANDISE SHOULD COME FIRST

The display profession has advanced as rapidly as has the advertising profession and men in charge of the display departments of these large stores receive salaries in some instances equal to your own. Their work is advertising as is yours, and they have studied those things which go to make window displays effective, the same as you have studied the style of type, and the set-up, the illustration and wording of the written advertisement.

Portion of address delivered at the Easton and will engage in a specialized Affiliation.

No other profession has changed so materially as that of the display man. Displays arranged ten years ago appear ridiculous when compared with those of to-day. At that time, the man who could pleat, puff and twist cheesecloth in a hundred different ways was considered an expert. A man who could build a house of skirts or soap was considered a genius. However, it did not take long to learn that this was not the most effective style of display.

In those days, the main idea was to secure a decorative effect, regardless of how it was done. To-day, the merchandise is the first consideration, the decorative background construction being sec-

ondary.

The only purpose of a decorative background is to enhance the appearance of the merchandise. Many elaborate backgrounds are failures, as they have a tendency to detract from the appearance of the goods.

As a general rule, a background having simple lines is the most effective. It creates a stronger impression on the mind, through the eye, which makes it easy to re-

member.

The big department stores, men's wear stores, and large dry goods stores will use a greater percentage of the cards which you get out if you will have them made in standardized sizes. There are two sizes of card frames used in store interiors. They are standard, and if cards do not fit them they do not find a place in the departments. In those departments where the smaller wares are handled the size of the card should be 11 x 7; the other size is 14 x 11.

If you want to make other size cards for the smaller class of stores, well and good, but do not try to make the merchants use something that does not conform to their policy or that does not fit in with the rest of their equip-

ment.

Window signs are another thing, and more manufacturers' window cards find their way to the show window than do the interior cards, and yet it is surprising to learn the number of manufacturers who are sending out window cards that are either all plastered up with the manufacturers' name and his trade-mark or so highly colored that the display men cannot use them in their windows. Another thing about these cards: do not punch holes in them and send them out as hangers, as the larger stores do not hang up cards or any other advertising matter any more.

DIRECT ADVERTISING THAT LARGE STORES WILL USE

The large poster cards and reproductions of hand-painted pictures sent out by the large clothing manufacturers are finding considerable fayor with nearly all classes of stores. This is because they possess real merit and can be used in connection with clothing displays where such cards would be out of place in the displays of other lines of merchandise.

It is rather difficult to tell you what sort of window display helps to get out in order to receive attention from these large stores, because in order to do that it would be necessary to take each class of merchandise individually, as different lines need a different treatment, and it would be necessary for you to have a specialist work these displays up for you.

work these displays up for you. A large number of manufacturers have succeeded in getting window displays of their merchandise in large department stores by furnishing photographs of unusual trims arranged by a professional display man and other large manufacturers have failed to get this co-operation simply because some idea man worked up what he considered a clever stunt, but the days of stunts in department stores have passed into the discard.

Some of the manufacturers have found it profitable to maintain a window-display service and have secured the services of a professional display man to take care of this service. Other manufacturers have secured the services of some institution which makes a business of getting up

First

In March The New York Times published 1,491,791 agate lines of advertisements, a greater volume than was ever published in one month by any New York newspaper.

In three months of 1919 The New York Times published 3,894,968 agate lines of advertisements, a gain over the corresponding period of 1918 of 788,856 lines, a greater volume and a greater gain than any other New York newspaper.

displays. Both of these systems have been found effective.

Now let us take class number two, consisting of the smaller general stores. It is with this class that manufacturers have been most successful and this is the class of stores which they can continue to serve even better than they have. The display material for this class of store is entirely different because only a certain per cent of them have backgrounds in their windows and a very small per cent have a display man. You, therefore, have an opportunity to present your product in the windows of this class of merchants in a very representative way, but in planning displays of this character try and work out something that is suitable for the various types and sizes of win-

One of the most successful methods of showing small wares is with the aid of a screen. This screen can consist of three or four wings from four to six feet high with a good solid frame work. Panels can be of wall board and so adjusted that they can be taken out, recovered or repainted. This can serve as a background, and by having suitable illustrations, properly located, will serve to tell the merits of your

merchandise.

THE VEHICLE SHOULD SERVE, NOT

The arrangement depends upon the merchandise used, and if you furnish them with the layout it is best to have a model window set up and photographed. Cut-outs can also be used in connection with these screens to excellent advantages but try to get away from the highly lithographed effects because they are nothing more or less than a decorative feature and in no instance should the fixtures, decorations or show cards dominate the display.

cards dominate the display.

Merchandise is the thing that people are buying. Therefore, the merchandise should always be dominant in the display. Everything else should be subordinated and used as a setting. There are

two elements possessed by nearly every object which influences the conscious or subconscious impressions: one is color, the other contour or shape. Every competent display man knows intuitively how to combine colors so as to produce the best results. They also have made a special study of the best method of arranging a number of articles to afford a pleasing impression.

Arrangement, therefore, is one of the very important elements in window displays. The success at-tained by the professional display man is due to his knowledge of the fundamental principles of arrangement. A lot of merchandise placed in a window in a haphazard way or in piles is unlikely to please by reason of its arrangement. Such arrangements' may have a certain appeal because of the cut price of the article, the artistic qualities or real merit of the article fails to appeal because of poor arrangement.

This desire, however, can be aroused by attractive arrangement. Every article possesses shape and the shape is determined by its lines. An analysis of lines shows that those of a certain sort singly or in combination with others invariably please while others fail to cause any pleasant

impression.

You will, therefore, see that it is just as important to have a professional display man design your window display helps as it is to have a good artist paint or draw your illustrations.

S. Roland Hall Opens Office of His Own

S. Roland Hall, advertising manager of the Alpha Portland Cement Company. Easton, Pa., has opened an office in Easton and will engage in a specialized type of agency service. He will continue to serve the Alpha company on various phases of its advertising work.

New Men With Charles Daniel Frey Co.

W. G. Ratterman and J. W. Pondelicek are recent additions to the staff of the Charles Daniel Frey Company. Chicago.

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"WHY GERMANY QUIT"

ERE is revealed for the first time American military secrets of tremendous importance, showing what unplayed cards America held that caused Germany to crumble.

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These articles are the result of searching investigation by McClure's with the full co-operation of the War Department.

They show how the "Silver Chevron" backed up the "Gold Chevron" in licking the Hun. If they glorify American industry it is because American industry deserves to be glorified.

We invite the business world to read "Why Germany Quit" by Cleveland Moffett, beginning in May—

McCLURE'S

Advertising forms close the 10th of second menth preceding date of issue. McClure's new rate card will be mailed on request.

Promotions

in the Organization of Henri, Hurst & McDonald

WE have recently promoted the following members of our organization, each of whom by consistent effort has proven capable of assuming increased responsibilities.

Mr. St. Clair Carver Mr. St. Clair Carver, for the past two years Director of Advertising Copy, is now Vice-President of the Company.

Mr. C. J. Ollendorf

Mr. C. J. Ollendorf, who for three years has had charge of our Auditing and Accounting, is now Assistant Treasurer of the Company.

Mr. W. L. Agnew

Mr. W. L. Agnew, formerly Director of Advertising for the Hudson Motor Car Company and for some time a member of our Copy Staff, is now Director of Advertising Copy.

Miss Emily Kruegl

Miss Emily Kruegl, after two years of Service in charge of the Stenographic Department— Secretary of the Copy Department, etc., etc., has been advanced to Assistant Secretary and Manager of Employees.

Henri, Hurst

GENERAL ADVERTISING AGENTS

Additions

to the Personnel of Henri, Hurst & McDonald

THE following men, who have recently been added to our staff, are now contributing their ability. time, and experience to the further upbuilding of our business.

Mr. John A. Manley

Mr. John Manley is an ex-ecutive in our Merchan-dising Department. He was recently with Hart, Schaffner & Marx where he had charge of their Dealer Promotion Depart-ment. He will be of incal-culable help to our clients.

Mr. Sampson Raphaelson Mr. Sampson Raphaelson is a member of our Copy Staff. His well known ability as a magazine writer plus his agency experience makes him a very valu-able man to our clients.

Mr. L. E. Swinehart

Mr. L. E. Swinehart is Manager of Production. He was recently a Lieutenant in the United States Army. His business experience includes five years with Lord & Thomas.

Mr. G. F. Ganser

Mr. G. F. Ganser is Direc-Mr. G. R. Ganser is Direc-or of our Space Depart-ment. For three years he had charge of Space in the Green-Fulton-Cunningham Co., De-troit-for many years a Chicago Space buyer. Mr. J. T. Tattersfield has charge of our Service De-partment. He came from the Critchfield Company, with whom he had been associated for nine years.

Mr. J. T. Tattersfield

associated for nine years.

& McDonald-Chicago

MERCHANDISING COUNSELORS

What Are the Essentials In An Advertising Campaign?

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First: A writer and thinker of ability who can attract attention and hold it till he has told your story.

Second: Deciding how to reach your prospective customer, and whether you use magazines, newspapers, or any other means you must have

Third: The very best and most effective piece of Printing that can be produced, so that

Fourth: You must find the Printing Establishment upon whom you can lay any or all of these burdens with

Fifth: Absolute confidence that you will obtain the desired results.

Sixth: That establishment is the

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

Telephone: Greeley 3210

461 Eighth Avenue, New York

Advertising to Sell "Summer" Merchandise the Year Round

"Koveralls" to Be Taken Out of the Seasonal Class

IN a territorial newspaper and poster display campaign, commencing April 15, Levi Strauss & Company, of San Francisco, will endeavor to popularize Koveralls, not alone for summer romping, but also as appropriate garments for year round wear. Moreover, since the line is to be advertised in large cities and adjacent terri-

tory, the style element will be emphasized second only to the practicability of the suits.

"In developing this new angle of our advertising," explained Simon E. Davis, general manager of the company, "we have realized that while Koveralls were favored for playing on the beach or the sand pile, many mothers were inclined to choose something more 'dressy' for indoor use. But Koveralls are really the ideal play suits for winter as well as summer—they prevent rips and tears to clothing. soften bruises to otherwise bare legs and are easily laundered.

"We appreciate naturally that we have got to create a new clothing custom and, therefore, that a certain fashion appeal must be made in

recommending Koveralls for everyday wear. This is being accomplished not only through the choice of the garment patterns and the colors of the trimming, but also through emphasis being laid upon the fact that Koveralls are the sensible child's dress for the indoor months as well as summer.

"Our present campaign, which



INTRODUCING KOVERALLS TO A LARGER MARKET

is to run through the spring and summer months, illustrates the practical features of Koveralls by showing pictures of children playing outdoor games-marbles, see-saw and digging in the sea sand. Then, when autumn arrives we shall change these illustrations to indoor scenes with a radiator or an open fireplace in the background. The other day, in Chicago, one large department store buyer told me, when ordering a stock, that the line was fine for summer, but he didn't expect to sell more than a dozen suits during the winter. I remarked that he probably knew his trade better than I did. But I feel that through advertising we consistent change a public sentiment toward children's dress, just the same as advertising has changed national habits in other directions."

The youngsters used as models for the drawings are a husky little boy and girl, selected to create the proper "athletic atmosphere." The little girl, by the way, is the daughter of Mr. Davis, and Estelle Davis is featured as "the original Koverall Kid." The garment itself is made with both long and short sleeves-for either

boy or girl. A supplementary appeal is being made throughout the present series, featuring the healthfulness of Koveralls due to the fact that this garment is made in one piece from neck to ankle and thus admits a free circulation of air. "Keep Kids Klean" is the boldface heading of one of the full page newspaper advertisements, which reads:

"Youngsters dressed in Koveralls can romp and play in any way that brings the most fun without fear of getting 'all mussed up and dirty.'

"Call them in at 'dress-up' time and slip off the Koveralls! See the underneath togs dainty and clean-the little hodies white and unhurt-no bruised or infected skin. Koveralls keep out the dirt thoroughly and protect the stockings and underclothes.

"Koveralls cut the laundry bills in two, save mothers work and worry and keep the child healthy

and happy.

"Koveralls, unlike rompers, are cut the full length of the leg, protecting the stockings; or you can let the child go without stockings in perfect confidence that the little legs will be free from scratches and dirt."

Koveralls are guaranteed and the price of \$1.50 per garment is standardized throughout the country. A' new suit is promised if they rip-"they are grown out long before they are worn out." The illustrations in the advertisements are so planned that both the back and front of the garment are shown on a live model in action, and supplementary pictures tell that the buttonholes are stitched over cords, and that in ironing the smooth neckband there is no gather to catch the point of the iron.

In an issue of PRINTERS' INK of July, 1914, Mr. Davis explained the reason for branching out into the Koverall business. The company has made overalls for over fifty years and its brand, "Copper Riveted Overalls," has been extensively advertised. Due to its desire, however, to develop a product in which the competitive element did not enter so keenly, the garment later known as Koveralls was created. War-time conditions postponed the intensive marketing of this article and the territorial campaign shortly operative will precede a national magazine campaign to be commenced when distribution is secured. Since overalls are "small town merchandise" and Koveralls find their most receptive market in the large cities, two forces of salesmen are required to market the products of Levi Strauss & Company. And always extensive users of advertising. Mr. Davis remarks that the firm will probably occupy full color pages before another spring rolls around.

Frank M. Eldredge, who has been conducting a publicity bureau for the past year in Detroit, has opened an agency in that city under the name of the Frank M. Eldredge Advertising

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A Fertile Market For Your Product

The power farmer buys automobiles, accessories, motor trucks—almost everything that a city man buys. And much farm equipment.

The power farmer is a keen buyer—liberal when properly sold.

Over 40,000 of these power farmers read "Power Farming." They own and operate farms averaging 334 acres.

The 5200 dealers that sell these power farmers read "Power Farming Dealer."



"Not the largest farm market —but the richest"

THE POWER FARMING PRESS ST. JOSEPH, MICHIGAN

MEMBER AUDIT BUREAU CIRCULATIONS

The Small Chain a Growing Market for Manufacturers

William Malone and W. H. McAllister Are Examples of Two Merchants Who Have Added Stores and Succeeded by Giving Preference to Advertised Lines

By G. A. Nichols

MANUFACTURERS seeking increased outlet through intensive development of the retailer can find few fields more productive than the small chains—concerns operating from two or three up to a dozen or twenty stores.

Stores of this type offer the manufacturer his one best opportunity of using dealer helps to increase the popularity of his goods among the people. The larger store has less use for dealer helps. The smaller store often is not enterprising enough or wise enough to co-operate with the manufac-

turer in this respect.

The small retail chain is getting to be quite a common thing. An enterprising retailer makes a success with one store. He is not the one small store type of man. He buys another store and puts in charge of it some young man he has trained. From that time on his branching out is nearly always merely a matter of finding the right kind of men to co-

operate with him.

The one big reason why the maker of nationally advertised goods is interested in the fostering and development of the small chain is that the chain-store owner is so thoroughly sold on the fact that his highest measure of success depends upon his ability to get sufficient turnover. The chain-store man knows that an advertised line of standard merchandise is best for him to handle because it moves so rapidly. Even though it may pay a shorter profit than a less known line, the additional volume will more than suffice to bring the net profit up to the proper limit. The chain-store man's realization of this important principle of successful

merchandising is one of the main reasons why he is a chain-store man.

The owner of a successful chain of suburban drug stores in Chicago has attained such a notable success through utilizing the advertising efforts of the people who manufacture his goods that he recently declared his intention of throwing out of his stock every long profit line that is not nationally advertised. He has found that without the aid of national advertising these items drag to such an extent as to make them in some cases almost a liability.

MANUFACTURERS MAY HELP

There is in this country to-day, many and many a progressive retailer who is by all odds too big a man to be confining his efforts to his one store. He may not ade-quately realize his capacity for greater achievements. Or he may be conservative through seeing the not infrequent spectacle of an ambitious retailer going broke simply because he did not exhaust the possibilities of his one store before branching out into others. A little well directed advice or encouragement here and there on the part of the jobber or manufacturer has been responsible for quite a few sizable retail chains in this country. The man who depends upon the retailer for his prosperity naturally wants to see the retailer develop to the limit. When a retailer has so developed one store is it not the most logical thing in the world to help him branch out into others?

The three most promising fields for the small chain are the drug store, the variety store and the dry goods store. There are (Continued on page 101)

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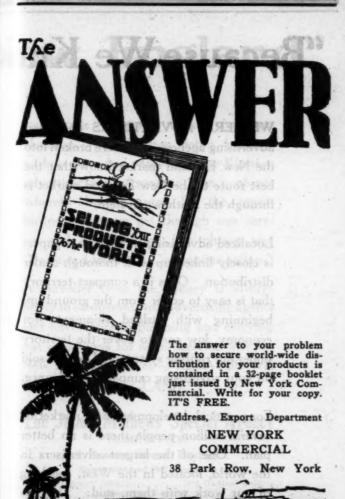
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"Because We Know

WESTERN ADVERTISERS and their advertising agencies who have broken into the New England market know that the best route to the New England market is through the Mathews System.

Localized advertising in daily newspapers is closely linked up with thorough dealer distribution. Ours is a compact territory that is easy to cover from the ground up, beginning with carload shipments for economy, low cost to cover the territory under our routing system, and dealers sold on your advertising campaign in advance.

For practical development of a market of several million people there is no better plan. One of the largest advertisers in the world, located in the West, speaking of our work with them, said: "They do not merely sell lines, inches, cuts and cler-

Wew England"

ical details; they sell markets for merchandise." And after doing business with us for a few years the same Western advertiser was pleased to coin a phrase whereby he accounted for the repeat business that we get through our service and co-operation. His phrase was "Sustained interest—Continuous action."

A traveller from the agency is always ready to co-operate with advertising agents and advertisers in planning and carrying out campaigns for advertisers to win the New England market—"BECAUSE WE KNOW NEW ENGLAND."

The Julius Mathews Special Agency

HOME OFFICE: 1 Beacon Street, Boston

Phone, 3096 and 3097 Haymarket

CHICAGO Branch Office......1411 Hartford Building
Phone 6065 Randolph.

WALTER WHITEHEAD



On April 15, Walter Whitehead becomes a member of the Wilfred O. Floing organization.

Mr. Whitehead's experience and ability are precisely in line with the service of this company—which concerns, principally, the physical make-up of advertising.

Agencies and advertisers find in Floing service more than the production of illustrations.

They find keen creative and layout ability and a sound comprehension of advertising principles, which we apply to the fundamental plans and policies already worked out.

WILFRED O. FLOING COMPANY CHICAGO

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others. Almost any branch of retailing can be developed along chain-store lines. But I mention these three because of their superior possibilities and because they present so many instances of

notable achievement.

A few months ago PRINTERS' INK told how Alexander Mac-Lean had built up a remarkable chain of nine suburban drug stores in Chicago—built them up through a practical working out of the idea that a drug store could sel! almost anything that was salable, and still preserve its identity. As these words are being written, Mr. MacLean is preparing to open a great downtown drug store on State street, in Chicago. venture, representing in rent alone an investment well up into the thousands, may well be regarded as a triumph for nationally advertised goods. Alexander MacLean was and is wise enough to let these goods work for him. He is the druggist referred to in the first part of this article. He quickly outgrew one drug store. Now he has ten. He says he is going to have many more. This is an illuminating instance of producer and retailer working to-gether for the common good. As Mr. MacLean goes forward getting his share of the business created by national advertising, he also is going to increase the returns of the manufacturers through supplying to them a larger outlet for their goods.

It is getting to be quite ordinary for a druggist to own two, three or four stores-stores acquired not by any plunging methods, but by safe, logical and nat-

ural growth.

In Evanston, a suburb of Chicago, John V. Lee purchased a drug store on a prominent corner. It was a drug store and nothing else. Lee branched out along the MacLean method and now he has two stores in that town paying him a satisfactory profit. Producers of drug specialties are selling more goods in that suburb today because Lee is there.

How many other potential Mac-Leans and Lees are there among

the retail druggists of America? This is a question of sales development that challenges the attention of everybody whose prosperity is bound up in that of the retail drug store.

The variety store field has per-haps more chains than any other, ranging from Woolworth down to the two- or three-store proposi-We shall not consider tion. Woolworth here. The manufacturer does not need to try to show him how to grow. The showing is more often the other way around. But the smaller variety store—the store featuring goods retailing at five, ten, twenty-five cents and on up—has possibilities for chain development that offer rich inducements.

MALONE'S SUCCESS HELPS MANU-FACTURER'S SALES

Out in Charles City, Iowa, there is a variety retailer named William Malone. His five- and tencent store business grew and grew because of his progressive use of the most approved methods of variety store selling. His window trims would be a credit to Woolworth, Kresge, or anybody else. His store was operated correctly. He was encouraged to branch out. Soon he had three stores. He could have more if he would. The branching out of William Malone has brought many thousand dollars' worth of business to manufacturers and jobbers that they never would have got had he stayed in the one

There is going to be a multitude of small variety chains in this country soon. They are going to be built along the type of a goodsized store in a county seat town and two or three branches in nearby smaller towns. The owner can buy for the three or the four as easily as for the one and can get the advantage that comes through buying in quantities.
With the additional outlet he can steer clear of overstocks. His advertising and sales directing can be centralized. He can place a capable man or woman in charge of the branch stores and go

around the circuit twice a week in his car seeing that everything

is running all right.

Go where you will in these United States, and you will be amazed at the number of openings for variety store chains of this type. You will be still more amazed at the capable material you will find in the larger variety stores—material that needs only a little encouragement in the way of concrete suggestion to bring about the branching out process.

In 1896, W. H. McAllister

started a retail dry goods store in Sycamore, Ill. It soon got to be a case of the store not being big enough. Mr. McAllister didn't have enough to do. To-day, he has eighteen dry goods stores in various Illinois, Wisconsin, Michi-

gan and Iowa towns.

The McAllister plan involves two major ideas. In the first place a manager must be thoroughly trained before he is put in charge of a branch store. He must know merchandise—its construction and its source. He must know stockkeeping. He must show evidence of selling and advertising ability. He must have a thorough training in all the smaller details of dry goods operation—such as the best way to fold remnants, the proper care of cut bolts of piece goods and the method of fastening price tickets on an article.

"We have found," said Mr. Mc-Allister, "that towns of the type in which we have stores are pretty much alike. If we can get capable men to put into practice the good points we have gained in our years of experience and to profit by our mistakes, then we can establish a going store in any one of these towns, no matter whether the wiseacres say the town is dead and it just can't be done."

Another basic principle of Mc-Allister store operation is thepreference given nationally advertised goods. Cold business considerations brought about this preference. Goods of national reputation the McAllister people have found require so little selling effort as compared with others, that they push up the volume rapidly and produce the more satisfactory profits that come from the right kind of

turnover.

"We hesitate to take on non-advertised lines," said Mr. McAllister, "because they are likely to be dead wood that push overhead up and earnings down. We have found that our demand centresaround certain pretty well defined grades. These we sell with the least resistance. On some others we might gain a longer nominal profit, but the additional selling efforts necessary to make them move would eat up the profit."

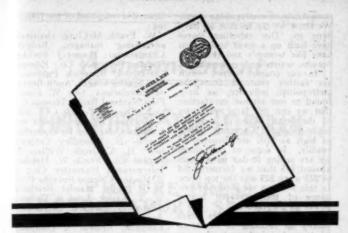
ADVERTISED GOODS FAVORED

The practical working out of this principle is shown in the featuring in the McAllister stores of such items as Wooltex garments, Kayser gloves, Phænix hosiery, Princess wash dresses, and so on. Recently the stores found it profitable to add a comprehensive line of branded toilet articles. such at Kudent's perfume, Melba and Jergens preparations, in addition to the stock of Colgate's articles which have been a feature almost from the beginning. Customers have quickly responded to the convenience of buying these things while they are in the store to supply their needs in dry goods. Mr. McAllister evidently is a believer in the well known merchandising principle that the store prospers best when it caters to the largest proportion of its customers' requirements.

The McAllister stores have done away with the fallacy that it is impossible for suburban retailers to achieve notable success under the shadow of the big city department stores. They also have established the interesting principle that the higher-priced garments sell as readily in the smaller

town as in the city.

"We know," says Mr. McAllister, "that by offering goods of equal quality and prices in hosiery, gloves, ginghams, corsets, towels and other popular selling lines, we can offset the allurements and



Your request will bring an analysis to you

Success in merchandising a product is sectionalized sales effort.

The Indianapolis Radius, an independent and distinct market, is one of the most easily cultivated in U. S. A.

Your letter to The News will bring from the Merchandising Service Department accurate information of jobber, dealer and consumer attitude toward your product, your prices, your sales campaign. Sales possibilities of any particular product are more easily ascertained in the Indianapolis market than in one the size of New York of Chicago. This is therefore an ideal try-out market.

That is why so many national campaigns start first in The Indianapolis Radius and of course in The News.

The INDIANA POLIS NEWS

The Great Hoosier Daily

New York Office, Dan A. Carroll, Tribune Bldg. FRANK T. CARROLL, Advertising Manager Chicago Office, J. E. Lutz, First Nat. Bank Bldg. competition of metropolitan stores. We know we can because we have done so. Our suburban stores have built up a good business in lines like women's and children's dresses, waists and undermuslins.

"In our country stores, which are farther removed from the metropolitan influence, we have found to our intense satisfaction that we can sell large quantities of the better kinds of women's ready-to-wear. Garments selling as high as \$100 are disposed of readily. In some of our stores we are selling to-day more coats around \$45 than we formerly did at \$25 when \$25 was the top price. In this you can see plenty of evidence of the increased buying power of the farmer."

The McAllister stores have waked up retailing in numerous towns where the storekeepers were hamstrung and hog-tied by tradition or custom. They have scared or shamed numerous retailers into success. This shows what a live retailer can do toward increasing a manufacturer's output, and furnishes concrete evidence of why the manufacturer should seek him out and encourage him to go ahead.

Chicago Organizing Advertising Council

HE Chicago Association of Commerce has organized an Advertising Council, which will hold meetings at least once a month to be addressed by men prominent in advertising on topics that it is believed will be of interest and benefit to the members. Of the 6,000 firms in the Association, 2,000 have advertising members, who become automatically members of the Council. If a firm has no advertising manager, some other interested member may be designated to represent it. mass meetings will be held in the large banquet hall of the Hotel La Salle, where it will be possible for 1,000 advertising men to as-

The Executive Committee of the

Council is composed of the follow-

w. Frank McClure, chairman, Redpath advertising manager, Redpath Chautauquas; Homer J. Buckley, Buckley Dement & Co.; Edmund Carrington, Butterick Publishing Co.; Stanley Clague, Audit Bureau of Circulations; Guy W. Cooke, First National Bank; Thomas Cusack, Thomas Cusack Co.; John sack, Inomas Cusack Co.; John A. Dickson, Chicago Herald and Examiner; Reuben H. Donnelley, Reuben H. Donnelley Corporation; H. A. Groth, William H. Rankin Co.; Frank W. Heiskell, International Harvester Co.; F. R. Hussey, Chicago Evening Post; D. F. Kelly, Mandel Brothers; W. T. Kester, Lord & Thomas; Clinton P. Lampman, Advertising Association of Chicago; William Laughlin, Armour & Company; Lloyd R. Maxwell, Erwin & Wasey Co.; M. C. Meigs, Chicago Evening American; Ernest I. Mitchell, Mallory, Mitchell & Mallory, Faust, Inc.; H. B. Mulford, Ames, Emerich & Co.; E. W. Parsons, Chicago Tribune; G. R. Schaef-fer, Marshall Field & Co. Marshall Freid Henry Schott, (wholesale); Henry Schott, Montgomery Ward & Co.; W. H. Simpson, Atchison, Topeka & Sante Fe Ry. Co.; Howard Van S. Tracy, John Burnham & Co.; Ralph Van Vechten, Continental and Commercial National Bank; A. D. White, Swift & Company; Frank B. White, Agricultural Publishers Assn.; J. B. Woodward, Chicago Daily News, and R. B. Beach, ex-officio, business manager, The Chicago Association of Commerce.

The executive committee of this Council will meet at stated intervals to consider definite plans of co-operation in all movements against fraudulent and unfair advertising. This committee will also respond to calls for advice in advertising various public spirited and community campaigns and in advertising Chicago's advantages as a great world centre.

Anthony Blum, connected with the Frank Presbrey Company for the last six years, has joined Barrows & Richardson, advertising agency, New York.

Announcement

FORT WORTH STAR-TELEGRAM

will begin publication of

PICTURE PRESS ROTOGRAVURE SECTION

First issue, May 11, 1919

A limited amount of space available for high class national advertising. Right reserved to decline objectionable copy and to limit amount of space for one issue.

Rate for Rotogravure Advertising

30c per line; 2,000 lines, or 26 consecutive insertions, 25c per line. Page 7 columns by 20 inches. Column width, 2 1/6 inches. Minimum space 28 lines.

Circulation 70,000

Copy must be furnished in proof form on coated paper and must be in not later than April 10th for insertion in first issue. Thereafter thirty days in advance of publication.

For further information, address

FORT WORTH STAR-TELEGRAM Fort Worth, Texas

A. G. CARTER, Vice-Pres. and Gen. Mgr.

A. L. SHUMAN, Adv. Mgr.

Member A. B. C.



This Perfect Lady —a Welshwoman—

hauled coal out of the mines in the fashion depicted. The painful picture—and the one below—are reproduced principally to show the vivid contrast between ancient and modern coal mining methods and to paint, as only pictures can, the progress made in this great basic industry. It is the work of engineers. Engineering is the basis of all commercial progress.



Over \$150,000,000 Is Spent Annually

for coal mine equipment and supplies.

There are 8,500 coal mines each shipping 10,000 tons or more a year.

They are responsible for the housing of between 2,-500,000 and 3,500,000 people.

Last year we produced 689,652,110 short tons, having a value of over One Billion Dollars at the mines.

Back of the bare figures is the illuminating fact that into coal and coke production there enter the other

major branches of engineering-metal mining, civil, mechanical, electrical and chemical engineering. main arteries of engineering are interdependent.

Certain products can be profitably advertised to the engineering world as such. For the manufacturers of such products we have to offer the most powerful group of engineering papers in the world. Details?

Coal Age is the only national coal mining weekly published and is devoted to the engineering side of coal, coke and by-product coke production. Largest circulation, most advertising. Carried 830 pages in 1912 and 3,928 pages in 1918. There is something back of growth like that.

McGraw-Hill Publications

10th Avenue and 36th Street

Member Audit Bureau of Circulations Serve a Buying Power Aggregating Billions of Dollars

Annually

Coal Age American Machinist Electric Railway Journal Engineering and Mining Journal

Power

Electrical World Ingenieria Internacional Electrical Merchandising Engineering News-Record Chemical & Metallurgical Engineering



Every printing paper must measure up to certain well defined standards to meet the requirements demanded by the particular job in hand

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO 208 So. LaSalle St. NEW YORK

St. Louis Minneapolis Milwaukse Buffale St. Paul Philadelphia Cincinnati





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Urges Better International Parcel Post Arrangements

How American Houses Are Placed at a Disadvantage in Competition with British Firms

By Maynard D. Howell

Export Manager, Montgomery Ward & Co., Chicago

[EDITORIAL NOTE.—The following is part of a memorandum prepared for circulation among the delegates to the Parcel Post Conference recently called by the Second Assistant Postmaster General,]

IF we are to hold our own in export trade against a nation like Great Britain, all unnecessary economic barriers, whether artificial or otherwise, must be done away with. The higher cost of production in this country constitutes and will continue to be all of the handicap that American business can stand. Every requirement, every detail, every complication that attaches itself to exporting goods from this country, is just so much handicap in our race with the country that for generations has believed in simplifying and facilitating the processes of foreign trade and that is a past master in

Our Government officials can do a great deal by giving the exporters of this country as nearly as possible equal and competitive conditions.

The merchant marine is necessary, but it is just as necessary that it be made easy for American exporters to fill the ships. It is very well to talk about the big cargoes and the big orders, but all merchants know that the small orders of to-day may become the large ones of to-morrow. Where a man is able to have his small orders satisfactorily filled, there he is most likely to send his large ones. If on the other hand, his small orders are delayed, and the expense of getting them out is not in due proportion, he is very apt to continue to send his large orders to his previous and satisfactory source of supply.

We have found that foreign buyers before entrusting to us orders of goodly size, prefer to try us out with small orders of a few dollars in value. When we have been able, promptly and economically, to forward small trial orders, usually we have not had long to wait for the larger orders which bring the necessary profit.

There are numerous competent shipping organizations in this country for the satisfactory handling of orders of sufficient bulk and value to justify the minimum expense for a separate shipment by freight. How to deliver the small trial orders, samples, repair parts, and articles urgently needed, in quick time and at low cost, is a question that many would-be exporters find it impossible to answer.

MEANT SUCCESS OR FAILURE TO EX-PORT SALES

Figures do not mean so much to me as my own experiences during the fifteen years that I have been in foreign trade. We sell to every country on earth and in every country we have encountered the question of imports by parcel post. In those countries where we have been able to get our small parcels in either by direct parcel post from this country, or by some make-shift arrangement of our own, we have been able to build up a satisfactory export business. Where we have been unable to ship sample trial orders, repair parts, etc., quickly and cheaply, we have been unable to make headway with the freight business.

A study of the British Postal Guide shows that England lists 195 countries, colonies, or other overseas nations or groups, as open to her exporters for shipment by parcel post. The United States lists 86 such countries and groups, so that for purposes of comparison, the exporter of England can

ship his wares by parcel post to 109 more countries of the earth than can the American exporter.

Nor is this all. By reason of her parcel post with the United States, without any further action, England's exporters can and may ship to all of our outlying possessions, that is to say, Porto Rico, Canal Zone, Hawaii, Philippine Islands, Alaska, etc., while on the other hand our Postoffice department has only opened to us such British colonies as have entered into specific parcel post treaties with us. If England, by virtue of her treaty with us, is entitled to all rights and privileges of dealing with our possessions and colonies, why should we not also, by virtue of our parcel post treaty with Great Britain, have access to all of her colonies as well?

But, to my mind, the most inconsistent and indefensible inequality in the arrangement, is the situation by which those British colonies which have no parcel post with this country, and to which our Government has provided no way for our sending parcels through the mails from America, may yet on the other hand, send their parcels to the United States through the English post. Thus a merchant in Nigeria can send his produce, if he so wishes, to New York, by parcel post, but a New York merchant may not send parcels to Nigeria by parcel post. We have a parcel post between this country and England, and England has a parcel post with Nigeria. She, therefore, takes the common-sense view that so far as the conveyance of parcels from Nigeria to the United States is concerned, she will bring them in her own mails without any special treaty, but we, because we have no special treaty with Nigeria, have not even provided a reciprocal arrangement whereby the British mails in London will accept our parcels from our own mails. We must employ an agent in London, pay the postage from America to London and British postage from London to

Everyone who is interested in foreign trade should obtain a copy

of the British Postal Guide, which may be procured by sending to "The Secretary, General Post Office, London, E. C." with 6 pence

(12c) for postage.

England offers insurance: to many parts of the world also offering various routes at different rates. In turning over the pages on which are offered the many features of British foreign and colonial parcel post, one is struck with the fact that practically all of the earth's surface is covered. The whole world is invited to trade with Britain, and the exact cost of sending parcels of merchandise from London is set forth. To those parts of the world where the hazards are unusually great, the requirements as to packing are set To some countries it is even obligatory that parcels be sealed as a greater caution against pilfering. This sealing does not subject parcels to letter postage as would be the case in our own country.

A POLICY THAT NEEDS AMENDMENT

We have often had letters from our foreign customers stating that the impression prevails abroad that efforts to enter into parcel post arrangements with the United States have encountered a host of objections, so that many of these foreign countries which have parcel post with our commercial rivals and would be glad to have a similar parcel post with the United States, have been unable to obtain the same co-operation from this country as they have obtained from England, France, Germany, and Belgium. People on the other side do not understand the reason, but the opinion is unanimous that the objections are always from this side. Exporters in Europe and England who are aware of these conditions, naturally do not display apprehension when they hear of our plans to become a factor in the export trade of the world.

If I understand the matter rightly (and if not I beg to be corrected) our Postoffice Department does not approve of entering into parcel post relations with any country unless there are direct



The Men Who Buy

TEXTILE WORLD JOURNAL must be used in any advertising campaign designed to reach the textile manufacturing industry. The problems of production in textile manufacturing have little in common with the problems of general industry and even that little is merely incidental.

An examination of the technical department of Textile World Journal will make obvious why it is the technical authority for the thousands of mill men on whom rests the responsibility for production.

A letter head request brings you a copy of the new book "Selling to Textile Mills."

Textile World Journal

Members

Audit Bureau of Circulations

Associated Business Papers, Inc.

NEW YORK

steamers to it from the United States; this for the reason that to transmit the mails over the territory lines of some other country would entail additional expense.

Our Government is not counting expense in its international propaganda. The advisability of marking off billions in order to put our merchant marine on a competitive basis with the ships of other nations is being seriously considered so as to enable the country hereafter to maintain this indispensable

protective arm.

Millions have been and are being spent to cultivate international relations. How can we please people better than, quickly and economically to them, to supply their craving for our wares? Why not spend a part of the immense sums available in improving our mail service with foreign countries; until we have ships of our own running to all these ports, why not take advantage of the ships of other nations—the British and other mails?

Surely now is the time to talk of these things. The matter of keeping up the exchange value of the American dollar is receiving a great deal of attention; if more extended parcel post facilities were made immediately available, that matter would soon adjust itself because people all over the world would send their dollars to America to have merchandise sent to

them.

Here in the United States, if the Postoffice for some reason should refuse to accept parcels to certain places, it would be serious enough, but at the worst we could still send by express with only slight increase in expense, and perhaps

slight loss in service, but outside the United States if the parcel post is not open to these small parcels, the expense and delay connected with sending them is unbelievable unless one has had experience. The express companies have offices only in comparatively few places in foreign countries. In most places they merely have arrangements with local concerns, and the rates quoted by our express companies do not include charges at destination, such as landing, warehousing, insurance, cartage, agency fees, etc.

PROHIBITS MUCH COMPETITION

That you may get some idea of the tremendous advantages that English merchants have over us, I have taken seven well-known shipping points, to none of which we can send by parcel post. I attach the comparative list of charges. In the first column is shown the amounts quoted to us today by the American Railway Express Company, for charges through to destination. In the second column I quote the first-class postage, and in the third column, the British parcel post rates.

These figures are astounding, I know, but they are true. Take Durban for instance, the leading port in South Africa. A British merchant can send a package weighing 11 lbs. to Durban for \$1.80; we can send it for either \$5.40 by first-class mail, or \$8.54 by express. To Singapore, where there is an immense demand for American wares, for which we are getting orders by every mail, to bring out 11 lbs. of our merchan-

(Continued on page 186)

Comparative Transportation Charges from United States and England to Representative Foreign Ports

Charge for 3 lbs. From Charge for 7 lbs. From Charge for 11 lbs. From From Chicago London From Chicago London From Chicago London 1st Class Express Mail \$ 8.54 \$5.40 4.88 5.40 1st Class Express Mail \$ 6.94 \$3.48 1st Class Parcel Parcel Parcel Express Mail Post \$0,44 Post Post \$0.52 Madrid \$ 4.33 \$1.56 \$0.36 3.48 3.48 3.48 3.48 3.48 3.48 1.56 3.46 5.40 .72 2.12 .24 .48 Calcutta .48 1.56 Singapore 2.32 4.88 13.57 1.56 .40 13.97 14.38 8.54 15.60 5.40 Suva 80 1.20 1.56 .84 6.94 4.33 Durban ... 15.40 rg. .*15.40 1.56 agos . 36 *15.50 ·15.60 Johannesburg. 1.56 *Express to Cape Town only.

Announcing the appointment of



Howard Davis

as Business Manager of the

New York Tribune

The A. B. C. Reply

An open letter to the Audit Bureau of Circulations appeared in a recent issue of "Printers' Ink" and in "Marketing," of Toronto.

The President of the A. B. C., Mr. L. B. Jones, of the Eastman Kodak Co., has sent the following letter to "Marketing" in reply to a request for an expression of opinion.

March 26, 1919.

"Marketing," Toronto, Ont., Canada.

Gentlemen: Yes, I do believe that the publisher should give more details as to the methods by which his circulation is secured—should fill out in full the blanks submitted by the A. B. C. for such purpose and should so keep his books that such statement can be verified by the Bureau.

But it is the publisher, in most cases, who loses by failure to submit the full details.

The A. B. C. was established to get the count of paid circulation. It already gives more information than was expected from it five years ago. There are some facts that it must have before it will issue an audit. There are other details that it can and will give to advertisers if they are obtainable from the publisher.

The publisher who fails to give the information regarding these details may think he is getting by with something, but to the advertiser this withholding of information often makes matters appear worse than they really are. the publishers knew how many lists they are left off of because of their failure to make full and frank statements, they would begin house cleaning very promptly. A big percentage of advertising space is bought, not sold, in these days. Many an advertiser and many an advertising agent goes carefully into his proposed list of mediums from the data at his command, and the biggest part of that data is found in the A. B. C. reports. And when he comes to a blank filled in with "Actual figures not available," he says to himself: "Something to hide here. Let's see if there isn't some other medium covering this field that gives more specific information.

And often, very, very often, the publisher loses out without knowing why, without even knowing that he has ever been considered.

Yes, I believe, with you, that the reports should be more complete—and when publishers see the light, they will be.

Yours very truly,

L. B. JONES, President A. B. C



Audit Bureau of Circulations

Century Building, Chicago

Candler Building, New York

When you want to "go the limit" on quality—

there's no coated paper you can trust more fully to bring out the best there is in the plates and type than

Super Fine Coated

For the highest type of halftone or color work

The raw stock is made from No. I bleached sulphite and rags—hand sorted. The surface coating from the very highest grade English Clay. 500 perfect sheets to the ream. A paper for that "exceptional" job. Priced moderately. Samples, dummies and prices sent on request.

Please communicate with nearest branch.

BERMINGHAM & PROSSER CO.

Dependable Printing Papers for Every Purpose

KALAMAZOO

CHICAGO

NEW YORK

an

Pe

American Industrial Films Abroad

Success in China Induces Department of Commerce to Seek \$50,000 Appropriation to Extend Activities

MOTION-PICTURE cam-A paign to promote American commerce abroad is being planned by the Department of Commerce, provided the necessary approprition can be obtained from the next Congress. Fifty thousand dollars will be asked for, it is stated, to be expended not for films but for projection apparatus to display the films supplied by American advertisers. The Government is looking forward to a time not far away when a projection outfit will be in the possession of every United States consul, commercial attaché, and trade scout.

The proposed campaign would enable the agents of the Government to acquaint the people in foreign lands with our manufactures and the methods of utilizing them. PRINTERS' INK has already noted how British industries have been promoted in a similar manner in foreign lands. The Canadian Government also has been using moving pictures on a large scale in European countries through its Department of Trade

and Commerce.

Thus far, the United States has but one projection outfit for the use of our manufacturers who are seeking a wider selling field abroad. This outfit is in the hands of our commercial attaché at Peking, China. During the last few months, he has made trips numerous cities in to give exhibitions before Chambers of Commerce and other bodies and it is partly perhaps as the result of his report and the manner in which the pictures were received, that the appropriation of \$50,000 is to be asked for when Congress convenes.

Among the industrial films that have been shown in the Orient are "Food for the Allied Army," picturing the activities of Libby, McNeill & Libby; "The Ham What Am," Armour & Company; "Pyrene Versus Peril," Pyrene

Manufacturing Company: "Seeing New York with John Dough," Fleischmann Company; "Making and Circulating a Magazine," Curtis Publishing Company; "Welfare," National Tube Company; "Tractor and Farming," The Avery Company; "Spirit of the Corn," Corn Products Refining Company; "Making of Modern Shoes," George Keith Company; "The Chief's Redemp-Company; "The Chiel's Redemption," Hecker Company; "Making Vaccines," H. K. Mulford Company; "The Fifty-Seven Varieties," H. J. Heinz Company; "Moline Plow Tractors," Moline Plow Company, and "The Potter's Wheel," General Electric Com-

THE CHINESE AUDIENCE AND THE FILMS IT LIKES

It is not an ordinary motionpicture audience that is brought together in the various cities of China to witness these industrial films. Each audience is made up of merchants, importers, students and other classes of the Chinese population that have a special interest in commercial subjects, although in other respects their training has not been different from that of the ordinary intelli-

gent Chinese.

As an indication of the manner in which the films are re-ceived, it is stated that one audience in China was deeply im-pressed with an animated representation of the working of a machine that engraved or etched sixteen glasses at one operation. This same audience, however, was apparently bored at the picture of the working of a complex lathe. The latter picture apparently went "over the heads" of the Orientals, who were wholly unfamiliar with the mechanism of a lathe and Two films that its functions. have been received with particu-lar favor in China are those of Robert H. Ingersoll & Brother, portraying the wonders of modern watchmaking, and a reel that visualized the work of the mailorder house of Montgomery

Ward & Company.

In order to determine, if possible, just what classes of films will be accepted by the Commerce De-PRINTERS' INK representative asked at the U. S. Bureau of Foreign & Domestic Commerce what films had been already approved for trade propaganda purposes abroad. The list, given above, indicates that there is nothing much in the way of Government censorship exercised upon these industrial films. Such censorship as there is is only brought to bear at the special request of the manufacturer himself. It may very well happen that a manufacturer would favor the use of a film which has proven successful in the United States, but which would not conform in some way or other with the local customs abroad. In a case like this, if the film is shown in advance before the proper authorities at the Commerce Bureau the defects may be pointed out and remedied.

Industrial films that have lately been placed at the disposal of the Commerce Department officials include reels of the International Company, National Harvester Lead Company, Dennison Manufacturing Company, Packard Mo-tor Car Company, The Associa-tion of American Cement Manufacturers, Thomas A. Edison, Inc., and Marshall Field & Company. The Allied Industries Corporation has not only agreed to furnish the Department of Commerce with extensive programmes of industrial and advertising films, but it is already carrying on a similar campaign of its own by means of films sent for exhibition in the Y. M. C. A. and K. of C. huts and other gathering places of the American

soldiers in Europe

One of the chief benefits that will be derived, it is expected, not only from the campaign in China but also in other portions of the world after the appropriation for new projecting machines is se-

cured, will be the establishment of the fact in the minds of those who see the films that American factories have the best of facilities for quantity production and that they have, moreover, the best shop organizations in the world. These are supreme factors in determining price and quality of goods, and it is thought that visual demonstrations through motion pictures will go a long way to drive home the truth on these points.

Specialty Advertising in

The first record we have in this country of specialty advertising is in connection with the moving of the market in New Orleans—as they tried to do later on in Chicago. You may or may not know that they tried to move the wholesale market in Chicago to the block bounded by Quincy on the north, Fifth avenue on the west, Jackson Boulevard on the south, and La Salle street on the east. Now, you would think that was a clever idea, but although they moved the markets down there, they were not successful in keeping them there. A syndicate moved them there, and that is what was attempted in New Orleans. In Chicago the markets just gradually started to move back along the river where they are now, but when the French markets were moved to Charles street in New Orleans in 1867, some of the Frenchmen conceived the idea of giving out gifts to get the trade. So every day that they though the people would patronize them the merchants on the street gave out some little gifts to each purchaser. This is the first record we have of advertising specialties used systematically with effect in this country—and they were effective because they did eventually hring the business to Charles street.—Charles Q. Peteraen, addressing the Chicago Y.M.C.A. Advertising Class. Advertising Class.

Lantern Club Holds Annual Dinner

The Lantern Club of Boston, an organization composed of New England magazine representatives, held its second annual dinner on April 1 at the Boston Athletic Association. About seventy members and guests were present, including a large number of leading advertisers from all over New England. N. Frederick Foote of Pictorial Review was toastmaster. Among the speakers were William B. Hay, of A. S. Hinds, Portland, Me.; George L. Sullivan, of Fisk Tire Co., Chicopee Falls, Mass.; Major Carroll J. Swan, of Boston, and Col. Anthony Dyer, of Providence.

dence.

FREE TO ADVERTISING MEN AND PRINTERS



THIS NEW REFERENCE AND SAMPLE BOX OF DOVE MILL BRISTOLS

— a compact, durable, cloth-covered, vertical filing cabinet about 9 x 4 x 2 inches in size (just right to fit handily in the top drawer of your desk) and containing 120 samples of 14 different grades of Dove MILL BRISTOLS, including all sizes and weights, in 14 colors and white — each tab-indexed and recognizable at a glance

— a useful time-saver — a complete reference library of what you will find to be the most completely practical and versatile line of Bristols in America, made by the originators of Mill Bristols.

ıl

You can get one of these very competent little business assistants from your regular Supply House — or direct from us — on request.

George W. Wheelwright Paper Co.
BOSTON, MASSACHUSETTS

SINCE 1817—CONNECTICU'S G

The Harthr

There's business for you in Hartford—e cit; Hartford's position is unique. The pre ium ance Companies *increased* over \$40,00 000 i

A short snappy advertising campaign Ha volume if you avail yourself of the hoe circ which is about double that of the two ver H

1919 Gain in Circulation

The Hartford Times government report issued April 1st, 1919, shows a net paid circulation of 36,055, a gain over the 1918 April report of 4,716.

Detailed report will be sent to anyone upon application.

Use the field and the paper at pro

KELLY-SMITE COM

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1919

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U'S GREATEST NEWSPAPER

drd Times.

d—e city that no war can make or break. predum income of Hartford's great Insur-,00 000 in 1918.

igna Hartford will yield results in paying hole circulation of The Hartford Times, wo wer Hartford dailies combined.

1919 Gain in Advertising

During the three months ending April 1st, 1919, The Hartford Times made anet gain of over 400,000 lines, the greatest three months gain in the paper's history. And Hartford Times advertisers are getting service and results.

aper at promise the best returns

IITH COMPANY PRESE TIVES

n

CHICAGO: Lytton Building

The Key to New York

Volume of advertising and volume of circulation are very important considerations for the buyer of newspaper advertising.

But more important than either is volume of reader interest—that intangible thing that makes profits for the advertiser.

Big circulation plus a close contact with the huge buying population of the metropolis make the New York "World" a sure-fire advertising medium—a key to unlock the New York market.

During March last "The World" published 1,435,480 agate lines of advertising, 83,630 more than March, 1918.

In three months of 1919, "The World" published a total of 3,725,552 agate lines of advertising, a gain of 489,268 over same period last year.

14,754,242 agate lines represents the 1918 total of "World" advertising—almost as much as "Herald" and "American" combined.

Advertisers, who are successful in New York have found THE NEW YORK WORLD the master key to sales in the metropolis.

For vital facts about the New York market, consult The "World's" Merchandising Department. Cana

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advert

Appreciation of Grocers' Worth Builds Good Will for Tea

Canadian Package Tea Firm Uses Big Space to Tell the Public Why Grocers Should Be Better Appreciated

SENTIMENT may or may not have its place in the day's business. That is not the point at issue. But when it comes right down to real cases it is mighty difficult for any grocer to feel anything but kindly toward a firm which comes out boldly in its advertisements, for which it pays many hard dollars, to tell the pub-

lic what unselfish fellows the grocers really are. If you were a grocer working your four-teen hours a day and constantly abused by unappreciative customers, what would be your feelings toward a package tea firm which advertised broadcast the fact that the grocers were "The Hardest Worked Merchants in Our Country," and followed this headline with convincing evidence that hit right where we lived? Wouldn't you feel mighty happy over

You would—and the next time the Red Rose Tea salesman came around you would slip him a nice juicy order, irrespective. This is

such a perfectly obvious reaction to the appeal made by a recent advertisement of the Red Rose Tea company in its advertising in the Canadian press that it is surprising that more of this class of advertising does not appear.

This frank boost for a better appreciation of the grocer on the part of the public is tactfully made. The cue was the announcement, a few 'days prior, of the cancelling of the "Food Control," which removed the restrictions the war had placed upon the grocer's business. It is quite in order for a firm so intimately re-

lated to the grocer as is the package tea merchant to pat the grocer on the back and say, "Well done, old man, you're a wonder. Put 'er there for old times' sake," and so forth, but as a matter of fact, there are mighty few firms among the many hundreds with whom the grocer has been associated during the past strenuous years



NEWSPAPER COPY THAT PLEASES THE MERCHANT

that have come out and publicly expressed the sentiments they all have felt. And unless such feelings are expressed tangibly they are worthless and meaningless.

Red Rose Tea, in common with other teas, both package and bulk, has experienced many heart-breaking periods since war came upon us. First, in captured shipments, then in increased shipping rates, embargoes, higher tariffs, tea taxes, scarcity and unreliable quality of supplies. These are some of the difficulties which the packing firm and the retail grocer have met shoulder to shoulder. Sure-

ly, then, it is fitting that when the dark clouds are lifting some words of appreciation should be

The retailer is a real human who will appreciate kind words, no matter from what direction they come, especially when they are so richly deserved as they are in this case. Reading an advertisement like this one of Red Rose Tea he cannot resist the feeling that "here, at least, is one firm who knows what I am up against. It appreciates me, and I'm going to—." That's his attitude sure as he's a grocer, or a hardware man, or a chain-store man, even. The surprising thing about this type of appeal is its effectiveness and its almost total absence from the press of to-day.

The T. H. Estabrooks Company, Limited, is a consistent booster for the retailer and rarely overlooks a chance to set the retailer right with the public. That it has been well repaid cannot be doubted when one knows the history of this steadily growing company in face of the keenest kind

of competition.

ADVERTISEMENT POSTED BY MANY GROCERS

The grocers, themselves, have been so moved by these "boosting" ads that they have given them wide publicity. As an instance, the advertisement: "The Hardest Worked Merchants in the Country," was clipped from the dailies and pasted on store windows, store doors, on scales, on pillars, and even mounted and framed. So insistent was the demand for extra copies that the company got out store hangers carrying this advertisement. In this way Red Rose Tea received indirect and direct advertising of great value in addition to getting preferred position" in store displays and salesmen's selling talk. The company's travelers are enthusiastic over this method of advertising as they find it the open sesame to the dealer's heart.

The present copy is unusual in another particular-the size of the space. It has been customary

for tea advertisers to use limited space, usually two-column ads of about three or four inches deep, when in the newspapers, and less than a page when in magazines. Red Rose Tea, contrary to the custom, has used larger spaces once in a while, gradually increasing both the size and the frequency till it has risen to the top of the list of tea advertisers. . The current schedule calls for much larger space than ever before, the copy running up to quarter pages in the newspapers and to full pages in the trade papers. This is to facilitate the introduction of the new method of packing forced by the exorbitant cost of lead foil. Waxed board containers are strongly featured in part of the series, though never for a moment is the basic objective—the selling of more Red Rose Tea-lost sight of, nor is it permitted to be submerged by the exigencies of the moment. The familiar package is so pleasingly placed typographically, that it cannot escape the reader's eye. Red Rose Tea advertisements are proving that it is both possible and profitable to advertise in big space.

Liquor Advertises in Chicago

For three or four weeks previous to the Chicago city election which was held on April I, full-page advertisements were run in Chicago daily newspapers urging the voters to oppose the measure making the city dry on May 1. The campaign was entirely one-sided as the anti-liquor people practically ignored the issue. They said it would be useless to make a fight for the entire nation was going dry

hight for the entire nation was going dry in July anyway.

This queer situation arose from a ruling of the Illinois Supreme Court that the question of city-wide prohibition should be voted on in this election. The proposition was brought up a year ago hut was ruled out on technicalities by the election board. The court held this ruling was an error.

ruling was an error.

The liquor people waged their campaign in the thought that if prohibition was decisively snowed under in Chicago Congress might be influenced by their protest. City wide prohibition was defeated four to one.

William Clark Jewell has been ap-pointed advertising director of Milady Beautiful, Chicago. Edna Coral Block will be his assistant.

Increas

From the April 1, 1919, Government Statement of the

St. Louis Globe-Democrat



PATEMENT OF THE OWNIGAMIP, MANAGEMENT, URCLLATION, FIT...

required by riss act of Congress of August 24, 1912, of the St. Louis (Risbo-Dumacrat, published daily and Sunday at St. Louis, Alex Of Congress of August 24, 1912, of the Management 25, 1912, of the St. Louis Alex Of Miretory; and Alex Of Miretory; that he is the cauter of the st. point, ties-remerks that the following is, to the kest of his hypewingles brilled a true statement of the ownership, meaning—crecisiation, cit., of the aforeased publication for late shown in the above caption, required by the of August 24, \$32 ambided in section 48, Fascal and Legislations, printed on the reverse of this

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ore than Ever Before

An Increase 29,982 Over April, Increase 3,783 Over October, of October, 1918

NATIONAL REPRESENTATIVES

F. St. J. RICHARDS 302 Tribune Bldg. NEW YORK

GUY S. OSBORN 1302 Tribune Bldg. CHICAGO

J. R. SCOLARO 403 Pord Bidg. DETROIT

R. J. BIDWELL 742 Market St. SAN FRANCISCO

Selecting Words That Really Sell the Idea

How the Right Word Gives Virility to Copy

By A. H. Lockwood

Editor Shoe and Leather Reporter

AT the outset permit me to crave your indulgence for assuming to inform you as to the proper use of words. Many of you know more than I do, have probably had words with more people, and are in many ways more fitted to approach this subject. I dislike to be put in the position, to use an old simile, of teaching my grandmother to suck

eggs.

It seems to me, however, that it is our duty at these meetings to talk shop. We are dealers in highly specialized publicity, and it is up to us to get our messages across the footlights, if you will permit the figure of speech, in the most direct and convincing way. Whether we are writing ads, market reports or high brow editorials our raw materials are ideas and words. Ideas without words are as dead as the proverbial faith without works. In the hurry and scramble at our offices there is danger of exhausting our vocabularies and degenerating into incorrect or uncouth diction,

Our readers may not be adepts in the use of words, but they know good writing when they see it. We should give them the best we have. It is always better to aim too high than too low. Our readers are above the general average of intelligence, and there is no scorn equal to that of ability for ineptitude. We should not be fastidious in the use of words, although there is a conspicuous precedent abroad at this time. I use the word "abroad" advisedly, also the word "precedent."

English is a language made up of a little of everything. The ancient Britons smeared themselves with blue mud, which is about as

far as they could get toward civilization before the Roman invasion. The influence of the Roman, Saxon, Norman and Danish conquests upon the primal speech of the early inhabitants of Angle-Land is reflected in the English we write to-day. We have no excuse for a limited vocabulary, in view of the size of the dictionary. We have plenty of words wherewith to express the exact shade of meaning desired, hence, it is criminal to use the wrong word when the right one is available. You should not fly a signal on your yards that will not be understood by the captain of the other ship. To avoid collision follow the code book.

I am not making a plea for purism. Language is always in a state of flux. Old words die, new words are born, and in spite of everything the meaning of words changes with the years. Good, vigorous slang is much to be preferred to careless, or shall we say ignorant, misuse of words.

COPY WRITERS SHOULD STUDY WORD VALUES

There are no exact synonyms. If one word is not distinguished by at least a shade of meaning from another they do not continue side by side. One or the other is driven out. The Saxons had names for food animals but none for their meat. Beef and mutton came with the Norman French. The art of English composition consists in selecting the right word. The first editor of the Shoe and Leather Reporter, thirty years ago, issued a galley proof of instructions to correspondents in which he used this illustration: "Shakespeare, in expressing the transitory character of human life, wrote the line—'out, brief candle.' Suppose he

Portion of address before the New England Business Papers Association on March 28.

A Circulation of 7 Million

Newspapers in twentyone states with a circulation of more than seven
million wired us for permission to reprint, in part
or entire, articles that
appeared in the March

Every body's

The most quoted magazine in America today

Huh! the Printer an Advertising Man—?

It doesn't do to be disdainful these days. Markets and men may change overnight. Who, for example, five years ago, would have said the druggist would become important as an automobile accessory distributor?

THE Printer through organization, has developed his trade into a true business craft, as represented by the thousands of members of the U. T. A. By cost systems, estimating standards and accounting methods, the U. T. A. printer is, in truth, a manufacturer representing the most modern business practices.

MANY U. T. A. Printers
for years have maintained special DIRECT advertising service departments.
This international Association
itself, has now established for
the world of business a kindred
inter-department, the Advertising Bureau. The U. T. A.
Printer who does not have his

own service, may command the national office facilities at his customer's request. And here he enlists the proved capacity of men long known for their achievements in the advertising field. Not competitive — cooperative!

THE business man who has no advertising service connection may use the Central Bureau as his DIRECT Advertising needs require. The advertising manager, the sales manager, the manufacturer or distributor may obtain superior sketches, layou's, even plans and copy from the capable, experienced men now identified with the Advertising Bureau of the U. T. A.

How is this service to be gained? Simply consult a U. T. A. Printer.

He may be located easily through his display of the Typoth etae trademark, on stationery, in advertising and at his place of business.



UNITED TYPOTHETAE OF AMERICA

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

Not Conducted for Profit

General Offices: 608 So. Dearborn Street, Chicago

This Campaign is in co-operation with Paper Manufacturers and Merchants, Manufacturers of Type and Printing Machinery, Engravers and Electrotypers.

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had written, 'out short candle'." John Bright in delivering a eulogy over a dead member in the House of Commons said: "The angel of death is hovering over us. We can almost hear the beating of his wings." A newspaper reporter changed the word "beating" to "flapping." Here literal exactness destroyed a beautiful simile. Sails flap idly in a calm; heart beats measure human life and drums beat to victory. Mark Twain said if you take a silk umbrella instead of your cotton one it is a mistake, but if you leave your \$10 umbrella and walk off with a dollar one, that is a blunder. At the risk of giving you what newspaper people call "old stuff," let me recall the story of the English Bishop caught by his wife embracing the parlor She exclaimed, "Your Lordship, I am surprised." He replied, "No, your Ladyship, I am surprised, you are astonished.". Then there is the still more familiar story of the Frenchman who, having fallen overboard cried aloud, "I will drown, and nobody shall save me."

I knew a young lady who, when anything went wrong, insisted in the most vivacious manner that it "scandalously outrageous." The editor of the Shoe and Leather Reporter previously quoted upon leaving the office for a vacation instructed the sub editor to cross out the word "very" wherever it appeared in the copy. You will remember the story of the Southern planter who, meeting one of his field hands asked. "Sam, how is your wife?" "Powerful weak this mornin'," he replied. A good English word can seldom be made stronger by adding superlatives, and there is always the danger of running into absurdity. How many is "quite a few?" The only answer is that "quite a few" is "upwards of considerable." The tendency of the day is to spread the condiment so thick that the meat is spoiled. What are we to think of the high school girls who declare that something is "awfully sweet?" They do not respect even the word "love" but have taken to loving everything from pet dogs

to chewing gum. It has come to be the fashion to jump from the positive to the superlative. That is why we speak of the "prettiest" of two. Frequently a positive word is strong enough without even the comparative form. Barnum advertised "the only greatest moral show on earth." During the world's fair in Chicago a baking powder manufacturer almost covered the city with signs declaring his product "the most perfect made."

SOME WORDS OFTEN USED INCOR-

I have no doubt that while cherishing many pet aversions regarding the use and abuse of words there are instances where I shall fall into the slough of despond even when attempting to deal with verbal lapses from correct forms. It is the other fellow's mistakes that rouse our ire. We should help each other in this matter. Perhaps the two words most frequently warped from their intent are "balance" and "secure." The word "balance" should never be used without the image of the scales. It is a figurative word. The bookkeeper's balance is perfect, but all remainders are not balances. The reporter wrote, in describing a fire that "the balance of the roof fell in." It must have lost its balance or it could not have fallen. We read that the man "secured" a pistol and shot himself, but if he had actually secured the weapon he could not have committed the deed. Why is everything "secured?" What has become of the good old words "obtained" and "procured?" Why is it the newspapers insist that every mad man is "demented?" Why should we permit the railway people to steal our good word. "traffic?" It does not mean transportation but trade. Many writers stumble over the word "couple." Railway cars and men and their wives are coupled, but the Siamese twins is the only instance where the term "a couple of men" could properly have been employed. Why do people remove and never move? How does it

happen that every man who talks to a reporter "states" when he made no formal written statement at all? Why don't they "say" something occasionally? It seems strange that injuries are always "sustained." Why not have wounds received or inflicted? For what reason do we write that Mr. Wilson was given a dinner, when the fact is that the dinner and not the President was given? Why not use the word "purpose" instead of "propose," when no proposition is involved? Demean is a much abused word. Demeanor means behavior, which can be good, bad or indifferent.

The word "commence" is an unwelcome French orphan which has not displaced the Anglo-Saxon "begin," the curious use of "commencement" by the schools to the contrary notwithstanding. This ill-digested word always suggests the story of the German employed as a teamster. He mounted the wagon, grasped the lines, thought a moment and yelled "commence."

Charles Dickens has been severely criticized for his wrong use of the word "mutual" in the title of his famous novel, "Our Mutual Friend." If together we enjoy the friendship of a man, he is our common friend. Mutuality, like love, implies reciprocity.

There can be no more interesting study for writers of matter for type than the differences in the meaning of the so-called synonymous words. There is an old illustration in the words "apt, prone, likely and liable." Apt is a good word with an upward tendency, prone lies on its face, likely is an intermediate term, and liable implies something impending. The example is as follows: Thomas is an apt scholar, but prone to study too hard and therefore liable to get a headache. The word "radical," which means from the root up, has been applied to vicious extremists until we no longer can employ the word in a good sense.

Something might be said about the words that have lost caste through getting into bad company. "Dissipate" means to scatter, and,

perhaps, when the prohibition law is enforced it will come back to its own. "Addiction" may not be as fortunate if drugs are to take the place of whiskey. Words are an illustration of the old adage about "evil communications corrupting good manners." There is a fine vein of satire in the farce of Charles Lamb, entitled Mr. You will remember that-Mr. H— bought a country estate and began to entertain lavishly. He was voted by all the women to be a charming man, and his popularity was enhanced by the mystery regarding his name. One evening as the genial Mr. Hwas entertaining the society of the countryside a carriage drove up, and a man rushed through the rooms and grasping the host by the hand exclaimed, "My dear Mr. Hogslesh, how are you?" The ladies were horrified, and thereafter the social prestige of Mr. H— declined to such an extent that he was compelled to petition Parliament to change his name to Bacon. Juliet was in love or she would not have said "that which we call a rose by any other name would smell as sweet."

SLANG NOT TO BE SCORNED

It is a mistake to overlook slang. Here we have language in the making. Suppose a new word does begin in Latin and end in Greek, only the academic fossils should object. Our language, as I have said, is confessedly a medley of foreign tongues. Slang is seldom used in ignorance. It is virile, sententious and effective. In one of the earlier British books moralizing about American slang the term "carry on," is quoted as applied to the tantrums of a bad child. How the boy "carries on." To-day we have the British term "carry on" which exemplifies the undaunted spirit which will make the English people of 1914-1918 live in song and story as long as the world endures. Not in a thousand years will any hypercritical lexicographer dare to point a manicured finger of scorn at this enrichment of our language. owe an eternal debt of gratitude

37 Per Cent.—Over One-Third

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That's the shipbuilding record of the Great Lakes in 1918, as compared to the total output of steel steam vessels and motor ships in the United States for that year.

In actual figures and by districts, 187 were constructed on the Great Lakes, 160 on the Pacific Coast, 152 on the Atlantic and 3 at Gulf ports.

And from the standpoint of operation, more than 1000 vessels are in operation on the Great Lakes during the open season which averages from 8 to 9 months of the year.

The buying power represented by these figures is pretty nice velvet, isn't it? Velvet, you say—

Yes, because this is in addition to Atlantic Coast, Gulf and Pacific Coast, all of which are thoroughly covered by THE MARINE REVIEW. Each month over 4000 additional copies are distributed in these districts.

Yet you still run across that old chestnut that is being rolled around about THE MARINE REVIEW being a Great Lakes paper.

And incidentally, can any manufacturer interested in the marine field afford to ignore a district with a buying powerof the proportions of the Great Lakes field?

All of which, however, is really beside the point. What counts is reaching buyers in as many widely distributed plants as possible.

That is what THE MARINE REVIEW accomplishes, because:

- (1) It contains real, editorial merit.
- (2) It makes no effort to obtain as many subscribers as possible at any one point.
- (3) It covers every district reached by any other marine publication in this country, and in addition the Great Lakes, which no other paper covers

THE MARINE REVIEW

Published Monthly by

The Penton Publishing Co.

The Iron Trade Review (Weekly)

Daily Iron Trade and Metal Market Report (Daily)

The Foundry (Semi-Monthly)

Power Boating (Monthly)

The Marine Review (Monthly)

All members Audit Bureau of Circulations and Associated Business Papers

to Rudyard Kipling for putting blood and bones into our literature after it had been rendered almost invertebrate by the Oscar Wilde school of writers.

I once saw an organ grinder and the poor fellow had a faded tin sign on his breast. The lettering read, "Pity a poor cripple, the father of seven children, the result of an accident." I sometimes wonder if the lineal descendants of these seven children are not writing advertising copy write-ups to-day.

In the old days of Dana, the New York Sun was a stickler for English pure and undefiled. definition of the word "pants" is a classic: "Gents wear pants." There should be some limit to the twisting of nouns into verbs. If a man "Sundays" in Boston, why cannot he "Tuesday" and "Wed-nesday" here also? If it is correct to "summer" at Atlantic City, and "winter" at Palm Beach, may we not, with apologies to President Wilson, "spring" in Boston? In this connection how comes it that we "stop" at hotels. Stopping is a short and quick operation, if we don't happen to have brake trouble, but we may "stay" at even the best hotel if we have the money to pay the bill. We have never been able to understand how a man can be "well posted" unless he happens to be one of those peripatetic creatures called "sandwich men."

W. E. Hay With "Farm Life"

W. E. Hay, who for some time has been connected with the John M. Bran-ham Company, has been made advertis-ing manager of Farm Life with head-quarters at Chicago. The appointment takes effect on May 1.

Ritchey With St. Louis "Republic"

J. M. Ritchey, formerly of the advertising staff of the Kansas City Ster, has joined the forces of the St. Louis Republic. He will be special traveling representative for the twice-a-week Republic.

The Newspaper Representatives Association of Chicago has decided to incorporate. J. E. Lutz will continue as president and C. W. Wall as secretary.

Second-Class Mail Helps Pay the Piper

ONGRESSMAN Alvan Fuller has been investigating the uses to which the franking privilege is being put by fellowmembers of the Lower House. In an address delivered at the last session of the Sixty-fifth Congress he had something to say regarding his findings. An excerpt from his speech may not be out

of place in Printers' INE.

"I took the liberty the other day," said Mr. Fuller, "of calling on the superintendent who has charge of the clerks who send out this mass of stuff, and he stated that at times there were from 500 to 600 clerks employed doing nothing but packing free literature into free envelopes to be sent through the mails free of expense for Congressmen. He stated that these clerks could address and send out about 1,500 each in a day. I asked the man in charge how many parcels a Congressman could have, and he said as many as he liked. 'Well,' I said, 'not a million apiece,' and he said, 'Yes.' And then I inquired how many envelopes, and he said as many as a Congressman wanted. I asked him how about the printing, and he said, 'No charge to a Congressman.' And I asked him about the franking privilege, and he said these things were all franked out, and then he said, by way of offering a defense, that of course no Congressman, unless he were a damned hog, would take more than a hundred thousand."

"Abuse of the mailing privilege by men in Congress may still be regarded in some quarters as a joke," comments the New York Sun, "but it is a very mean joke, perpetrated at the expense of a tax-ridden public by a number of politicians who keep themselves in office by playing the 'damned hog'."

McGuckin Agency's New Art Director

Charles Hunsiker Henkels has appointed art director of the E. McGuckin Company, Philadelphia. of the Eugene

NINETEEN DISTRIBUTING CENTERS

Our neighborhood druggists and neighborhood grocers in these 19 cities are giving unqualified co-operation through our Department of Sales-Promotion and Research.

A manufacturer who commands these 19 markets dominates

New England.

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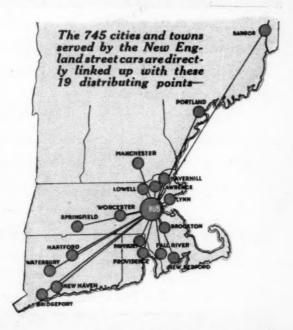
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The car cards bearing the slogans "Patronize your Neighborhood Grocer and "Patronize your Neighborhood Druggist" are



working in the interests of the neighborhood dealer in every car in these 19 centers: they NAME him. They give him a personality in HIS OWN neighborhood, and, incidentally, they are working WITH AND FOR every New England street car advertiser who needs him (the neighborhood grocer or druggist) in his business.

EASTERN ADVERTISING COMPANY Department of Sales-Promotion and Research



THESE SLOGANS originated in New aglar the minds of the New England peop by past three years.

The response of these Neighborhood ders advertised products, is immediate and though carry it, they carry it." We want to tell me may how they can sell more goods in New Earnd.

Eastern Advertising Co.—Department of

BOSTON

NEW YORK 1.40th

"Street Car Advertising over



OHOOD DRUGGISTA

New agland and they have been branded into

ood ders in the form of co-operation on card though—in other words "If the street cars ell me manufacturers more often, more about w Erand.

rtm of Sales-Promotion and Research

ORK, 1.40th St. —— PROVIDENCE ertisis over New England"

MOOD GROCER

ceding poseding page

"DELIVERING THE GOODS"



On this page we show the types of Automobiles that we use in our Department of Sales-Promotion and Research. The cars form the nucleus of a substantial group of such machines which will be used by our advertisers in soliciting the Neighborhood Drug and Grocery Trade and in co-operating in window display work

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and in various forms of dealer helps so necessary to best results.

In each case, these cars will be personally conducted by our own representatives who have made the original contracts with the local dealers and who are known personally and favorably by said dealers.

These cars will be operated at the option of the advertiser anywhere in the nineteen cities where our Sales-Promotion and Research work is operated. "A rather startling inovation for an advertising Company," you will say, and we answer that "we have grown up." That is, we are technically no longer the Eastern Advertising Co., but more correctly speaking the Eastern Merchandising Co. We feel that we have produced for the manufacturer, a form of advertising in New England which is cheap beyond expression. In other words, before New England Street Car Advertising in these main centers is fairly under way, the manufacturer is strongly entrenched with a big and friendly distribution. Note that large adjective—"friendly."

We have spent three years capitalizing that word with the dealer, both Druggist and Grocer, and the consequence is that when we get there with the goods, he is "there with the goods" and this happy combination puts the matter squarely up to the consumer who is being daily

and hourly reminded that street car advertised products are safe and reliable. Thus while the automobile service pictured on this page is delivering the goods in the way of detail or missionary sales through the jobber, the cards in the cars are just as busy creating a substantial and continuous consumer demand.



EASTERN ADVERTISING COMPANY Department of Sales-Promotion and Research

Baptist Advertising Said to Be Forerunner of Inter-Church Campaign

Up-to-Date Merchandising Methods Employed

WHEN an aged and penniless minister without a home offers to sell his body to a medical college for dissecting purposes after he dies, in order to get food enough to live now, the act apparently has little connection with full-page paid copy in the national weeklies. The connection, however, is close—it was a series of events of a similar nature showing dire need which led to one of the first national advertising

campaigns, by an established church, using coupons, a wellplanned follow-up on inquiries and a sales force to handle the local "sales" work.

"The right kind of a campaign is organ-ized prayer," says the Rev. Charles A. Mc-Alpine, of the Na-tional Committee of Northern Baptist Laymen, "and the money part of a campaign is the least important. It is of course essential, in order to raise the six million dollars we have set for our goal, but it also means that the Baptists and all people have got to think more about the This camspiritual. paign of advertising religion is merely one step in paving the way for the great Inter-Church campaign to take place in the next few

"This campaign is a test of our churches and it will demonstrate whether we are ready to go forward into the new era with a vision worthy of the hour.

"The Methodists, the Presbyterians and several other denominations are engaged in similar efforts to raise money at the present time, but so far as I know, we are the only church to use a paid advertising campaign. We did so because we wanted to get our message before the country in the quickest possible time in the most direct way, and we wanted to reach people outside of the church as well as inside, people who have no other agency through which they are working



THE BAPTIST ADVERTISEMENT IN NATIONAL WEEKLIES

for the great moral objects of the day, objects which can be accomplished only through united action.

"Our campaign is founded very much upon the usual commercial advertising and sales campaign. We attach a coupon to our copy, we ask the reader to send for a booklet called 'Overland and Overseas.' All inquiries are listed by States upon cards, these inquiries are then turned over by mail to the State directors, the State director in turn relays them to the local director, who in turn apportions them among the local agents, in this case the neighborhood minister. Each inquiry in this manner find its way quickly back to the house in which it originates.

"We also publish a house-organ called the "Layman," which contains observations, cartoons, songs, pointed paragraphs, and is written and published once a month to

reach busy people.

"The principles, ideals and spiritual energies of the Kingdom of God can, and must be applied in the field of industrial relations, in politics, and in all other relationships and institutions. These principles can be brought to the attention of the public by the same methods by which any other good article is advertised which is necessary and vital to the progress of the people.

"The man in the pulpit can reach scores of people in his church, while the paid advertisement in a national magazine can reach the millions who are looking for a channel to express their spiritual

ideals.'

The copy which caused so much comment when it appeared in the national weeklies was unique in that no mention of money or the sending of a donation by check

was mentioned.

F. W. Ayer, of N. W. Ayer & Son, is president of the Northern Baptist Convention, and the advertising was placed through that agency. It is a matter of record, however, that the copy was written by a Baptist clergyman, Rev.

Charles A. McAlpine.

The results from the advertising are understood to be more than satisfactory. Not only were hundreds of inquiries received from every State in the Union, but also the many agents in the field were greatly aided in getting subscriptions by the interest aroused when the advertising appeared.

"It undoubtedly helped the whole campaign materially," said one of the laymen, "and it is hoped that this will be the start of church advertising in the great movement for the unity of churches in their forthcoming fight to make Christianity count more in the big problems of the day.

"A signed sermon appearing on the same day in every town, city and hamlet in the country repre-senting the best combined efforts of ministers of all denominations is by no means an impossibility. We are pleased to think that our advertising may bring this vast

movement a step nearer."

China Makers to Check Foreign Competition

Meeting in Buffalo, April 4, The Vitrified China Manufacturers' Association,
with ten members and said to be the
"smallest association in the United
States," discussed plans for meeting the
competition of French, German and
English manufacturers.

"Buy China Made in the U. S. A."
will be the slogan adopted by the organization and spread throughout the
United States. Department store buyers
will be especially appealed to by the
manufacturers to support the made-inAmerica movement.

America movement.

P. E. Saulsbury, of Syracuse, N. Y., is president, while W. B. Kerr, of the same city, is secretary.

Chicago Printers to Visit Paper Mills

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Paper manufacturers of Kalamazoo, Mich., will entertain a delegation of 100 Chicago printers on June 20. The Kalamazoo Advertising League will co-operate with the paper-makers in entertaining the party which will inspect the paper mills and be guests at a luncheon. The Chamber of Commerce has named a committee consisting of George E. Martin, of Gilmore Bros.; C. A. Hubbard, sales manager for the Bryant Paper Co.; Jacob Kindleberger, president of the Kalamazoo Vegetable Parchment Co.; Charles Barnes; R. E. Fair, and George B. Davis, treasurer of the King Paper Co., to assist in the arrangements.

Goody Margarine Looks Ahead to National Campaign

"Goody" nut margarine, made by the Hauck Nut Butter Company, is to be advertised in the northeastern and eastern sections of the country through newspapers and posters. It is planned to extend the advertising by zones until it takes on national scope. Sherman & Bryan, Inc., New York, have the account. count.

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His Ideal

A prominent middle-west publisher starting a Sunday paper, recently studied all American Sunday issues. His selection as an ideal was

The Betroit Sunday News

The Detroit Sunday News is compact and readable in eight attractive sections—general news, editorial and theatrical, sport, financial and automobile, society, classified, magazine, rotogravure and comic.

At 8 cents a copy the net paid circulation of the Detroit Sunday News exceeds 185,000 per Sunday, leading its only competitor by over 39,000 or 48 per cent in Detroit and 26,000, or over 18 per cent in total circulation. For proof read your A. B. C. statements.



The advertiser's opportunity
—Detroit and The News,
daily and Sunday—Always
in the lead.

FROM THE CRITIC'S BOX

am one of those who believe that advertising should be "written up to the intelligence of the Public."

Therefore, I value the favorable opinions on my work of such eminent writing men as

NORMAN HAPGOOD
GERALD STANLEY LEE
THOMAS BIRD MOSHER
EDMUND VANCE COOKE
MICHAEL MONAHAN
PETER CLARKE MACFARLANE

Mr. Macfarlane's estimate follows:-

"Good straight, strong stuff, I should say, told with a restraint as admirable as unusual."



JAMES WALLEN

Advertising

STUDY; 150 Walnut Street

EAST AURORA, N. Y.

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Is Advertising a Creator or a Stimulator?

Differences of Opinion Voiced at Automobile Accessory Convention

TWO ten-minute talks at the convention of the Automobile Accessory branch of the National Hardware Association, held in Detroit last week, brought to light somewhat opposing views concerning the much mooted question Should advertising precede or follow distribution?

According to F. R. Hall, of the Northwestern Chemical Company, national advertising is not a sales creator. It is a sales augmenter and therefore distribution should first be accomplished before space is taken in publications of na-

"Primarily a good many men have gone on the assumption that the national advertising would distribution," said Mr. "Right now it is generally conceded that national advertising is grown into; it is not jumped The man who is going to use national advertising, or who is using national advertising, has in most cases developed into that after having gone through the stages of planting his distribution in the various sections of the country. He has a distribution

upon which to build.

'National advertising, I believe, is not a sales creator; it is a sales augmenter, because of the fact that by your distribution you al-ready have some sales. The object of your national advertising is to augment those sales. Augmenting the sales means reduction in manufacturing cost, reduction in general overhead percentages because of the increased volume of business. There are examples of that in every line. I think the most concrete example I have seen in a long time was an example of production brought on by the war. It was my privilege to act as president of a little company that was making hand grenades, and the firing mechanism for the hand grenade was

estimated by the War Department to cost 27 cents to start with. They then reduced that to 23 cents, and finally, when actual production was started, it came down to about 16 cents.

This company that I was connected with got into the production in a heavy way on the basis of about 4,000,000 a year, and their costs were between 3 and 4 cents per unit upon that large order. Now that, of course, was not the outcome of advertising, but it was the outcome of quantity production, but that is what you are after when you are going into national advertising. You are going into national advertising because you want to increase the volume of your business and cut down your overhead manufacturing cost."

WARNER LENSES COULDN'T WAIT FOR DEMAND TO COME

E. C. Patterson, of the Warner-Patterson Company, and formerly vice-president and manager of Collier's Weekly, disagreed with Mr. Hall, saying that if the manufacturer had the nerve to spend his money in advertising and thereby creates a demand, that demand means distribution and profit to all the dis-tributors of the product. He cited the experiences of his firm in reducing the selling cost of Warner lenses through advertising.

"When we started in to manufacture lenses," explained Mr. Patterson, "the first pair we sold might have cost us \$25,000. We had not sold a pair. There is no jobber in this room that would have bought a pair from us. It was a brand new article to him; it would naturally have to be introduced by someone. The man who started in to manufacture it did not care to spend the money neces-sary on it. They sold 2,000 pairs a year, and finally sold out. We went in and spent \$25,000 to gain

publicity, demand and distribution, and after we had gained or se-cured the demand for the lenses it was an easy matter to go around and sell your jobbers our product, because your dealers called for them, and the consumer was calling for them from the

dealer.

"We have been in business selling these lenses for just three We sold over 1,000,000 pairs, and I venture to say that had we not had nerve to profit by our experience we would have been no further along to-day than three years ago—than our pre-decessor had been, selling 2,000 a year. I believe advertising is overdone in many instances, but, having created the demand and secured the distribution, we continued to advertise so as to move the goods. Possibly, I have not made myself clear. I want to correct any feeling of fear that advertising should not be done at the start. If you start with a lit-tle place and build yourself up as some concerns have done and have arrived at a point where you can demonstrate the merits of an article, if you have the nerve to spend the money in advertising and create a demand, that demand surely means distribution and profit to all of your distributors.

Pierce-Arrow Shows Gross Sales Increase

The gross sales of the Pierce Arrow Motor Car Company, Buffalo, for 1918 amount to \$41,354,439, which means an increase of about 27 per cent. over those of the preceding year.

Although the sales show a substantial increase, the net profits were about \$500,000 lower than those of 1917, amounting to \$4,273,171.

Singleton-Huntington Co. Changes Name

On April 1 the name of the Singleton-Huntington Company, Cleveland, was changed to the Singleton Advertising Company. The change does not affect the management or personnel of the agency.

When Is an Ad Not an Ad?

"We have not advertised our suits," say Freedman Brothers Company, in a recent full page in Women's Wear, "be-cause they advertise themselves."

Shoe Shops to Supplant Saloons

Retail shoe merchants are being advised to keep a watchful eye on saloons for locations that will be vacant July 1. In "Footprints," the Johansen Bros. Shoe Company says, "The saloonkeeper visit stricts." in "Footprints," the Johansen Fros. Shoe Company says, "The saloonkeeper was an artist at picking a good stand. It meant a great deal to his business and it will mean a good deal to yours. If you are not well located, and want to be, now is the time to close your lease."

London Store Establishes Air-, plane Service

Harrods Stores, London, it is re-ported, will soon establish a regular air-plane service to the continent. Latest fashions from Paris will be delivered two or three times a week, and buyers will travel via air route to the manufacturing centres of France and Belgium, thus saving time and the inconveni-ences of a troublesome sea voyage.

Joins Bowers Agency in Chicago

Harry T. Emslie, formerly of Nelson Chesman Company, St. Louis, has joined the staff of the Thomas M. Chesman

joined the start of the Laboratory of the Bowers Advertising Agency, Chicago, The New England Mills Company, of Chicago, is placing a national magazine through the chicago, is placing a national magazine through the chicago, and the consumer through the Campaign to the consumer through the Bowers agency, in conjunction with a mail-order effort.

British Concerns Now Taking Aircraft Insurance

Thirty-one leading British insurance companies are now taking business insuring against aircraft risks. Damage will include injury of pilot or passengers, loss or damage of goods carried, injury to public or damage to property as well as damage to the aircraft. Reports for business are said to be encouraging. couraging.

Chicago Advertiser's Trial Campaign

The Utility Products Company, The Utility Products Company, or Chicago, a new advertiser, is starting a campaign in that city in behalf of its chemical preparation known as "Shine-Off." Page advertisements are being run in local newspapers in the nature of an experiment. If the results so warrant, a national campaign will be inaugurated.

H. W. H. Powel Joins Morse Agency

H. W. H. Powel, editor of Harper's a. w. n. rowel, entor of Harper's Basw before the war, has been dis-charged from the air service and has joined the Morse International Agency. New York.

89% Advertising Gain SUNDAY Post-Standard

The greatest percentage gain for March of any daily or Sunday Syracuse newspaper was made by The Sunday Post-Standard.

A remarkable increase in Sunday advertising notwithstanding the fact that Sunday copy of March, 1918, included a large volume of patriotic and political advertising.

Sunday Circulation Exceeds

50,000 copies

The Daily Post-Standard Circulation exceeds 55,000 Copies

line Block Inc.

Foreign Advertising Managers

New York Chicago Boston Detroit Buffalo



"Cover That Well and You're Doing Something"

Not just New York City alone, but the Metropolitan area, and that means something like 81 cities, towns and villages outside of New York City.

The May issue of the New York City Telephone Directory covers this territory completely.

New York City is the telephone center as well as the big trading center for this territory.

Every telephone subscriber in this territory needs and receives a copy of the May issue every year. Outside of New York City this May issue stays on the job a whole year.

So advertising in the May issue of the New York City Telephone Directory is a particularly good buy of an always good advertising proposition.

> Haven't YOU an advertising message for the telephone users of the Metropolitan area?



NEW YORK TELEPHONE COMPANY

Directory Sales Department

15 Dey Street, New York City Cortlandt 12000

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Fifth Avenue Shows Surplus Buying Power of Customers

What an Inquiry in the "de Luxe" District Reveals

By J. T. M.

TEST of the surplus buying power of the American people can perhaps best be made in New York, and in New York in a special way on Fifth Avenue, and on Fifth Avenue more precisely on the stretch from Thirty-fourth

street to Fifty-ninth.

Great jewelry shops and department stores, milliners and dressmakers, maisons de mode and maisons de couture, furriers, perfumers, perruquiers, fruiterers, photographers, pianomakers, pic-ture and curio dealers there display the wares that allure the taste of some of the wealthiest and most critical buyers in the world. When business is booming this part of Fifth Avenue shows it. Furthermore, coming boom times are first indicated on this stretch.

What does this section of America's Queen of Streets-Regina viarum—reveal regarding public confidence in the period of trans-

formation now in course?

In normal times, as all now know, prosperity and depression are affected by psychological fac-tors. If people are feeling confident, they buy; there is a big turnover of wares and we have good times, prosperity. If, for one reason or another, they get alarmed and retrench, the merchant sells less and restricts orders; money does not flow into the banks; the banks, sensitive to the situation, make difficulties about financing the manufacturer's weekly payroll; unemployment and depression ensue. That was the experience of normal times. But just now we are in an abnormal period.

America to-day is flush. contracts brought wealth beyond the dreams of avarice of a nation. What are the signs that this wealth is to any important extent in cir-culation? The rumor-mongers and the pessimists we have always

with us. In this abnormal time, a new epoch with readjustment problems, they have been forecasting things of evil, labor troubles of a lasting kind, general unrest for which there is no solution, unemployment, bad times and a long dark tunnel with no sign of sun-light at the end. As compared with what the augurs of evil think they see, what does our selected section of Fifth Avenue tell us regarding present and future conditions?

MANY NEW FACES AMONG THE BUYERS

Robert Grier Cooke, president of the Fifth Avenue Association. states that while the merchants of this section of the Avenue could stand more business, there is no doubt that business is not merely satisfactory, but that it is con-stantly of a higher grade. A class of people bought fur garments this winter who never were in the market for them before. It is not merely that higher prices are being paid for the established types of merchandise; all classes are moving upward in the grades of merchandise which they purchase.

It is true, he said, that at the present period there is not any notably increased buying on the part of what was the recognized stable buying power of Fifth Avenue in the past. The wealthy New Yorker would seem to have his mind momentarily distracted by income tax problems or to be otherwise too busily engaged to have leisure or inclination for luxury purchases. His wife, however, and his daughters are not similarly distracted, or at least to anything like the same extent. It is true also that the return of the troops has brought a great many parents and relatives to town, with a buying capacity of desirable

quality and volume. But when all things are taken into consideration and every allowance is made for adventitious conditions, there remains the fact that there is a new buying power in the field, "a new public," and that the all-around tendency is toward a demand for increasingly better types of merchandise. The American workingman's family is no longer satisfied with the just-as-good merchandise. It wants the standard article. If necessary it is going to Fifth Avenue to get it.

The important fact as far as the nation's industry and commerce are concerned is that there is an absolute feeling of confidence among the trade of the Avenue. That trade, Mr. Cooke affirms, after discounting every eventuality, looks serenely and expectantly to the future, convinced that the present entirely satisfactory business will be constantly better and that it marks continuous and an en-"The merduring prosperity. "The mer-chants feel that there is no stopping it," he summed up. "The condition of real estate on the Avenue testifies to their feelings in the matter, and there could be no better testimony."

THE TESTIMONY OF A WORLD FAMOUS JEWELER

An index of surplus buying power is generally found in the high-grade jewelry store. In the zone we are considering these are represented as they are nowhere else on earth in so concentrated a space, not even excepting the Rue de la Paix in Paris.

One great emporium of precious metals, precious stones, bronzes, porcelains, objects de vertu of infinite variety fashioned with all the artistry of our modern civilizaestablishment with a tion, an household name and with a reputation both national and international for leadership, stands out conspicuous in this zone. Its trade is the very touchstone of business in what we may call de luxe lines. When the business of this great house is flourishing, merchants consider that there is reason for optimism regarding business generally.

This particular house shall not here be named, in deference to the desire of those who conduct it. The desire may seem unusual. Listen to the explanation. "We advertise, extensively, nationally. We are confirmed believers in advertising. But it is in advertising worthy of the name. We have an ingrained aversion to anything that might savor of press agent work, to anything that might be construed as not being frank and above-board advertising. So deep is this feeling on our part that we have made it a house rule never to 'speak for publication.' While in the case of PRINTERS' INK the basis for our objections would not apply, still for the sake of the rule we should prefer even there to remain unnamed.'

The one who, if this house rule did not exist, would be the authoritative speaker, is entirely sympathetic with the idea of allowing the facts about trade to be known. "You are welcome to make your own observations," he said, "to look around, to see for yourself and draw your own conclusions." The quiet American dignity and courtesy of this house are impressive.

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You look around. There is no holiday rush, but all the counters are busy. The variety of wares is great, but there are customers interested in all. Among those in front of the diamond necklace counter are two men whose names are well known in Wall Street. Their choice seems to have narrowed down to two strings, about eighteen inches long, of white diamonds of great brilliancy, graduated in size from the centre to the ends, those in one necklace larger in the other. A decision finally is reached. Discretion forbids undue curiosity. The sum involved is in the tens of thousands. A notable simplicity has marked the whole transaction. In the great hall with scores of customers and employees the quietude is remarkable. The present investigator asks to see something in the way of a really valuable stone and is directed to the rear of the store where, in a corner to the left, there is an enclosed recess with a

A Roster of the Firms and Corporations of Highest Standing which have been served in their printing requirements by

The De Dinne Press

includes many of the most successful enterprises in widely varying fields. Though differing greatly in the nature of their printing, they have been unanimous in demanding the best work and most effective style for the presentation of their printed appeal.

That these business organizations depend upon The De Vinne Press as counsel in all matters pertaining to their printed matter, as well as actually to produce it, gives emphasis to the fact that the service of The De Vinne Press is prompt, efficient, and dependable.

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The De Vinne Press seeks to enlarge its clientele by serving a few more users of good and appropriate printing, and will send a representative anywhere by appointment.

Correspondence is invited.

Complete facilities for the production of printing for all purposes.



ENTRANCE TO THE DE VINNE PRESS 393-399 LAFAYETTE STREET NEW YORK



JAMES W. BOTHWELL

President and General Manager

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Meyercord Signs HOLD THE RECORD

Every leading National advertiser uses Meyercord Decalcomania Window Signs. Thousands of smaller manufacturers also take advantage of their unusual attractiveness and selling force.

Surely this is a record for popularity.

Unlike ordinary printed or lithographed signs and cards, there is no waste in Meyercord Signs, either in expense, circulation or paper.

They are prepared in such a way that the dealer easily and quickly transfers the beautiful transparent colors to his windows where they remain indefinitely, and where they are distinctly seen from the inside and outside, always telling your story in the most attractive manner.

Meyercord Signs reproduce faithfully any trademark, design or slogan—in any number of colors and gold.

Meyercord Window Signs will solve your sign problem as they have for thousands of others.

The sending to you of a cost estimate and a sketch will incur no obligation, if you will simply state your needs.

THE MEYERCORD COMPANY
Chamber of Commerce Bidg. CHICAGO

MEYERCORD GENUINE DECALCOMANIA WINDOW SIGNS table around which the diamond experts are at work, now and then using the delicate scales in front of them. He repeats his request and from a safe a small etui is taken out and passed out to him through a window. Opening it he finds a dazzling canary-colored diamond of 128 carats. The price is \$100,000. After viewing it from every angle he hands it back; there is a brief exchange of thanks and he is conscious that here there is a characteristically distinctive kind of merchandising.

A few questions develop the fact that business is good beyond what would normally be expected for the season and that the high-grade merchandise is in demand to a quite unusual extent. The salesman sees many new faces on the other side of his showcase or counter. Not all of them want the expensive wares, but they show an insistent desire for the high-grade articles.

HIGH GRADE OF BUYING POWER AT GORHAM'S

Cross to the Gorham Company's big establishment and see the housewife in the act of pricing silver tea sets. There is still manifest the old-time weighing and balancing and nervous indecision between the various sets that fall the customer's range. Human nature has not changed. What change there is appears in the disposition of women buyers to call increasingly for the heavy, artistically wrought articles, and to buy them. Other customers here are scrutinizing pieces of jewelry, diamonds and other precious things and the various attractive objects which may be used to atlorn.

You learn that this firm's trade, from a silversmith business, has grown also to a great jewelry business, although with regard to the turn-over of merchandise the characteristics of the silversmith trade may still be observed. Thus, for a house of this kind it remains true that there are three great periods of activity—the Christmas gift trade and the spring and the fall wedding periods. The spring

wedding season begins in the latter part of May and the fall wedding season in October. There are minor periods of marked activity in between, as for instance the Easter trade, but their special feature is that they mean to a considerable extent a specific line of trade. The specialty at Easter is what may be called ecclesiastical goods. With the exception of these "Seasons," the business during the rest of the year is of a normal character. Such is that of the present period.

Of course during the war business was not exactly normal, even during our seasonal trade," a representative said. "Marriages for instance were handled last year in anything but a normal fashion, many young men being in the army and decisions regarding weddings often being made in a hurry and the buying of presents being done precipitately. Whether spring weddings this year will continue to be affected by war conditions, or rather by transition conditions, no one can say. Not till fall shall we know positively. But business at present shows a distinct and very satisfactory return to normal. Buying power is high-grade and, although this is an off-season and it is too early to predict yet whether we are in for a banner year or not, those whose judgment regarding future trade is usually vindicated are free in expressing the opinion that better

We make our way through the amazing mass of contented and prosperous-looking people that throng the Avenue these spring afternoons and penetrate one of the department stores, which in this zone rank high among businesses of their kind. The activity is surprising, for the season of the year. At the counters where gloves, laces, hosiery, silks and other wares are sold, the sales force, one and all are busily engaged. The women customers are—well, to put it mildly, they are vying with one another to secure the articles that are for sale. Goods are turning over briskly. There are few of the bargain sales

than normal times are ahead.

operated.

that might at this time be looked

The investigator asks about the indications of new buying power that the new era has brought. "Come and take a look," is the answer. "You can observe lines that may help to indicate the path along which luxury buying is developing. See, for instance, what customers are after in the way of lingerie and silk creations for intimate wear." But being of the ruder sex, a discreet regard for "les convenances" forbids us to pry, and we have to accept hearsay evidence regarding the way in which these "creations," bewildering in color, in richness of fabric and in bizarrerie of shape and style are being gobbled up by competing customers. Some of these customers have just been ushered in from their automobiles by the store's large, liveried attendant on the sidewalk, and others are women who, conceivably, learned by practice how machines for munitions manufacture are

Department store managers beam with satisfaction. Is business good? Read this statement highly authoritative source: "The retail dry goods business has always been an excellent barometer of the purchasing power of the people. Reports that we have received from all sections of the country prove that the months of December, 1918, and January, 1919, have shown the largest volume of retail distribution in history." The month of February, it is asserted, will prove to have kept up the new record and March is bettering it. The striking thing, highly satisfactory from the merchant's point of view, is that the better grades of wares are consistently in demand to a far greater extent than they have been in the past.

Let us look this question up from the side of the manufacturer who supplies the department store and retail trade generally. A ladies' hat manufacturer of this Fifth Avenue section, just off the avenue on one of the cross-town streets, says: "The chief demand is for the high-priced hats. We cannot begin to make enough of the hats that retail from \$40 to \$75. The high-grade operatives are all employed.

"Buyers for the big stores used to be very exacting; picking and choosing from the samples we would humbly submit to them, criticizing and pulling them to pieces and driving hard bargains. Now all that is changed. They are begging us for the hats that cost from \$30 to \$40 and giving us what we call 'open orders,' that is allowing us to select the hats ourselves.

"The way I figure the whole thing out regarding this unexpected demand is that the war had created a large latent buying power. The average American woman would have thought it unpower. patriotic to spend \$75 for a hat when so much money was urgently needed for the great cause. women are now coming out and satisfying their pent-up desires. Added to this there is a new highgrade buying power on the part of those who have shared in the new prosperity. People have money and they are willing to spend it. The war has taught them to be generous in letting go their money and as they were liberal in giving for others they are now liberal in spending for themselves. They want more and better things than ever before. The manufacturers in other lines will tell you the same story."

The experience of furriers on the Avenue indicated a similar condition of affairs. Both men and women are calling for the better-grade merchandise. This is the common tale. Not so much an unprecedented rush to buy, as a superior grade of buying power.

Getting Ready for Inter-Club Golf

The first of a series of five golf matches between members of the Poor Richard Club, Philadelphia, and of the New York Advertising Club, will be played May 13 on the Pox Hills links. New York. The winner of this tournament will secure possession of the Rodman Wanamaker Cup.



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nks, rnalodH. J. WHIGHAM, who for eight years has been editor and publisher of the Metropolitan, has now acquired full financial control of the Metropolitan Magazine.

The editorial policy and management, which has attracted to the Metropolitan the largest body of progressive minded readers ever attained and held by any magazine in America, will be continued and strengthened.

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

482 POURTH AVENUE NEW YORK CITY, N. Y.

Must Not Imitate Color Schemes in Advertising

Federal Trade Commission Takes Action to Protect Advertisers First in the Field—The Cases of the Universal Battery Service Company and the Geographical Publishing Company

THE Federal Trade Commission has called a halt on the imitation of color schemes in ad-The case is that against vertising. James B. Schafer, of Detroit, trading under the name and style of the Universal Battery Service It is charged that Company. Schafer entered this branch of the automobile equipment and supply field under the name mentioned after the Universal Battery Company, of Chicago, had an estab-lished business in Michigan and adjoining states in the manufacture and sale of batteries for automobile ignition and lighting.

That imitation and consequent confusion of the purchasing public was aimed at is evidenced, in the estimation of the Trade Commission, principally by the advertising policy pursued by Schafer. It is charged that in his advertisements in newspapers, trade journals, directories and, other publications he not only followed the copy style of his established rival but adopted a color scheme closely resembling that previously adopted by the Chicago house. Accordingly the imitative advertiser has been summoned to appear at Washington on April 17 and show cause why he should not be ordered to "cease and desist" from this policy.

In a number of instances in the past the Federal Trade Commission has called advertisers to account for exaggeration of statement that it has been felt amounts to misrepresentation. But cases involving the imitation of copy—even aside from the element of color here involved—have been comparatively rare. The most conspicuous precedent is to be found in the summons to the Geo-

graphical Publishing Company, of Chicago, to revise the copy of its advertising covering the "Liberty War Map," so called.

It developed in an investigation by the Trade Commission that a certain competitor of the Geographical company had brought out a "Liberty Map" some months in advance of its venture. Thereupon the Geographical company, instead of originating advertising matter of its own, copied and ap-propriated "the context, subject, matter, statements, expressions, language, punctuation, typographical arrangement and general appearance of the advertising matter" of the pioneer in the field. The result, aside from the circumstance of flagrant imitation, was that there were circulated many statements that while true as applied to the maps of the first comer, are false as applied to the later map and the method of its preparation.

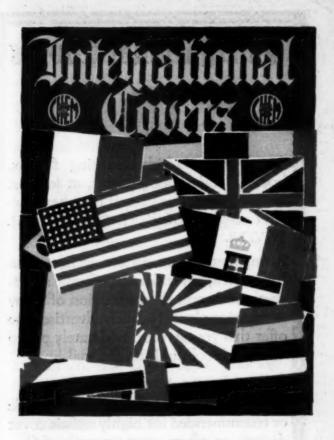
By moving in behalf of the protection of advertising design and color scheme, the Trade Commission is, in a sense, paralleling its in safeguarding trade names that may not be registered as trade-marks because they are descriptive or are, for other rea-son ineligible. In both classes of cases the Commission seems to require not so much proof that a beneficiary is the originator of a given "school" of copy as evidence that an imitator has designedly set out to divert trade by simulation of name or color and typographical fashions that the consuming public has come to associate with a given product or its producer.

A. L. Bell With "Farm Journal" in West

Albert L. Bell, formerly with the Country Gentleman's Boston office, has become a member of The Farm Journel's Western selling organization, with headquarters in Chicago.

Ensign Morrissey Returns to Rankin

Ensign E. H. Morrissey has returned from sea duty to his former position on the Chicago copy staff of the Wm, H. Rankin Company.



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The war was responsible for these good looking, standardized and very inexpensive covers.

International Covers



Smashing broadsides, striking folders, booklet and catalog covers, at low cost—that's what has caused the phenomenal one-year growth of INTERNATIONAL COVERS.

Rising costs placed better covers, such as Interwoven, beyond reach of some advertisers, and compelled a revision of many advertising plans. For such advertisers we offer this young, very moderately priced and good-looking International line.



INTERNATIONAL COVERS are not made or recommended for highly artistic cover designs, or where great strength of fiber is required. For such work we suggest the well-known Interwoven Covers. Yet International may be just the grade of cover you will prefer to use exclusively. Certainly you can use it some of the time.

International Covers

Near you there is a live paper merchant who handles International Covers. Either he or your printer will gladly talk International with you.

Our Color Book of Samples is ready for you. Specimen Leaves is a collection of printed pieces showing the adaptability of International Covers to many uses. By mailing the requisition on this insert you will receive not only these two exhibits, but subsequent literature which will be useful as tools in your business.



INTERNATIONAL COVERS are made in one finish, size and weight, and eight colors. The finish is the smooth, velvety antique so much preferred. The size and weight are 23x33-95* (basis 20x26-65) This size cuts to such good advantage for booklets and catalogs that it was recommended by national bodies of printers and paper merchants.

*However, before determining your size consult with your printer or paper merchant. Some merchants still have some 1918 stock made in sizes 20x26-65 and 23x29-80.

International Covers

The eight colors in International Covers are White, Horizon Blue, Cobalt, Cafe, Maduro, Green, Stucco Gray, Indo Gray.

ARTISTS, LAYOUT MEN AND ENGRAVERS

70U who like to be of service You who like to be of service to your clients are urged to write for samples, specimens and blank sheets of International Covers as well as Interwoven Covers. You are entitled to any literature we now have or may later issue on Covers. You are best able to judge whether your design will fit In-ternational or Interwoven Covers. We are glad to co-operate with you in the problems of intelligent advertising. Return the requisition, please, or write us a letter.

SALESMEN OF PRINTING

YOU are encouraged to send for Specimen Leaves and Color Books. Your customers will appreciate seeing the Inter-national Cover line. Get these books, look over them, and tell us what you think of them. Your advertiser-customer probably is reading this advertisement just as you are, and the printing salesman who "springs" this copy of Printers' Ink will secure real attention from worth-while advertising men and purchasing agents. Please return the requisition. Get on our mailing list of good "Salesmen of Printing."

REOUISITION

CHEMICAL PAPER MANUFACTURING CO.

63 Jackson Street, Holyoke, Mass.

national Covers

................

- International Covers
- Iama salesman of printing We are printers
- Send Color Book on Inter- Would also be interested in your Interwoven Covers
- Send Specimen Leaves on We are commercial artists or engravers

 - I am a salesman of paper Put my name on your list

My name.

Firm's name.

My position

___City and State

Company's Shoe Sales \$52,000,000

President of Endicott Johnson Corporation Tells of Growth of Business—No Labor Trouble in Thirty-five Years of Company's Existence — Employees Become Partners

THE sales of the Endicott Johnson Corporation, shoe manufacturers, Endicott, N. Y., for 1918 were \$52,896,275.27—more than \$8,000,000 in excess of the previous year. But the company's profits, before deductions for excess profits and income taxes were made, were more than a quarter of a million dollars less—amounting in 1918 to \$4,398,187.23. In the balance sheet "good will" was figured as being worth \$7,000,000.

The company was just incorporated, having been a co-partnership previously. Henry B. Endicott, the president, tells some interesting facts about the growth of the business, in a stock prospectus.

"Forty-five years ago," he said, "I started in the leather business in Boston, with a cash capital of \$2,800. I did \$90,000 of business the first year and added \$1,500 to my capital. In 1894, out of earnings, I put \$10,000 into the Lestershire Manufacturing Company, a concern manufacturing boots at Lestershire, near Binghamton, N. Y., and was made treasurer of the company.

"After becoming interested in the business, I soon realized that it was an advantageous place to manufacture and that there was a good chance for expansion, and, accordingly, bought out the other stockholders, putting George F. Johnson in charge of the factory as superintendent, Mr. Johnson was foreman of one of the departments and had risen to that position from the bench.

"We manufactured 800 to 1,000 pairs of shoes a day and employed 300 hands. Business in the first year amounted to about \$600,000. From that time on, our business has paid a profit every year.

"Our plants are located at Endicott and Johnson City, N. Y. These two villages have a population of about 22,000. Johnson City has been largely developed by the growth of our business, and Endicott was actually created by us from 350 acres of farm land which we purchased in 1901. Five tanneries, two shoe factories, a large machine shop, a large sales de-partment, and our main office are located at Endicott, N. Y., and five shoe factories, a carton factory, a foundry, a leather trimming factory, and a leather-board mill are located at Johnson City, N. Y., about four miles from Endicott.

"Our product consists largely of men's and boys' and misses' and children's medium-priced staple shoes, and is not subject to sudden changes in styles. We sell to the wholesale and the retail trade, and our customers number approximately 50,000.

"We average the manufacture of about 70,000 pairs of shoes a day, which we believe makes us by far the largest manufacturers of shoes in the world. In addition, we tan the leather which is used in our shoes and we believe we are the largest tanners of leather in the world, with possibly one execution.

one exception.
"We to-day employ some 12,000

"We serve daily about 10,000 meals to our employees, at cost or slightly below cost. We consider this money well invested.

"During the thirty-five years of our business, there has never been any strike, nor any indication of one. We began on the principle that the difference in quality and amount produced by satisfied labor over that produced by dissatisfied labor would give us all the profit we needed, and we have always continued that policy.

"We believe that the success of our business is due as much to the efforts of our employees as our own, and we propose to give those working for us an opportunity to become our partners by acquiring stock of this corporation."

Significant Report on Industrial Conditions in Great Britain

Points to Need of Employers Revising Their Ideas of the Proper Methods to Use in Dealing with Employees

THE facts discovered by the Employers' Industrial Commission sent abroad by the Secretary of Labor to report on industrial conditions are of particular interest to advertising men. The chairman is E. T. Gundlach of the Gundlach Advertising Co., Inc. Two other members of the commission were Wm. H. Ingersoll, of Robt. H. Ingersoll, of Robt. H. Ingersoll & Brother, and Eldon B. Keith of the "Walkover" shoe company. Mr. Keith died in London of pneumonia.

The viewpoint of the advertising man on the subject of labor conditions in England, where the investigation was made, in its relation to the industrial problems of America is a valuable addition to the service performed by advertising generally. The commission was composed entirely of large employers of labor and they accepted the task from the Secretary of Labor on the basis of his instruction to "report on the attitude of employers and employees on the problems of industrial unrest, stating the facts exactly as you find them."

Other members of the commission were: R. J. Caldwell, president and owner of cotton mills in Connecticut, Dorr E. Felt, maninfacturer of adding machines in Chicago and R. H. Otis, president of the Real Estate Board of Atlanta. The report of the commission to the Secretary of Labor shows that employers in England and those employees who believe in organization, are now united in co-operation against the radicals, who frankly state that they will oppose all plans of the government to bring classes together, because they realize that collec-tive bargaining and conciliation tend to maintain the present system of society.

"Interviews with many of the

workmen," says the report, "tend to indicate that 'unrest' is rather an inadequate term. There are many intimations of 'direct action' and a complete overturning of the present social structure. But we believe the more extreme demands are largely limited to a class which has been thinking and talking along these lines for years.

"The issue, however, is squarely drawn on the demand of the working people to have a better industrial day. They seek not merely small non-essentials, nor commonplace essentials, but a real step forward in their conditions of life and labor."

WORKERS WANT A MORE INTIMATE REPRESENTATION

In regard to the present labor union system, the report says: "There seems to be a marked disposition among the 'rank and file' or workers to criticize the present union system because it denies the workmen in the shop an opportunity promptly to rectify grievances, irrespective of their particular craft union. The object of the shop steward or shop committee movement appears to be to rectify this by constituting a shop organization capable of dealing with common grievances.

"At the present moment there is a widespread feeling among the workingmen that the officials of the labor unions have become detached from the atmosphere of the shop and are not in proper sympathy with the workmen. There is a marked disposition among the workmen to be represented in the national councils by actual workers."

Regarding the Shop Committees, the report says further: "The primary organization of unions has heretofore dealt with questions such as wages and hours of

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of all California
English Reading
Families Take the
San Francisco
Sunday Examiner
or Los Angeles
Sunday Examiner

The Proof

U. S. Concus Bureau Estimated Population Non-English Reading (Foreigners, Illiterates, Etc.)	2,757,895 551,579
Equivalent in Families	2,206,316 484,947
Last Statements Show: San Francisco Sunday Examiner Circulation	857,456
Los Angeles Sunday Examiner Circulation	152,452
THE RESIDENCE WAS DEADLESSED.	409,908×

M. D. HUNTON

Eastern Representative

American Circle Building

New York

W. H. WILSON
Western Representative
Hearst Building
Chicago

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This Is Addressed to

AUTOMOBILE ADVERTISERS

This is a financial and business publication. It has the largest circulation in its class. Every copy reaches a man of means. It is the logical medium for automobile advertisers.

It is ideal in that there is no waste circulation to reckon with.

Just now it is virgin ground for automobile advertising. To those who recognize this opportunity and act, a bountiful harvest is assured.

Today—Now—write us that you are interested and full particulars will be promptly furnished. Better still, we will be glad to send our representative.

ADVERTISING DEPARTMENT

MAGAZINEWALL STREET

42 Broadway, New York City New Telephone Number—Broad 5793

The Magazine of Wall Street has the largest proven paid circulation of any financial publication in the world. labor, common to the entire territory; while the Shop Committee deals with matters peculiar to its own establishment.

"Another point—the Shop Committee, although often difficult to deal with, has proved to many employers that much good resulted from the direct contact with their men. By means of these committees, industry avoided the necessity of depending on the detailed and intricate machinery of trade unionism for the adjustment of purely local grievances."

For, as the report says, "The problem then remained as to how to get and keep Shop Committees and yet maintain them under the control of the larger labor organi-

zations."

The report shows that the growth of the Shop Committees in England had a power over the labor unions. Many of the workers of the local units who struck or threatened to strike, in consequence secured more and more of their demands. These unconstitutional strikes were becoming more insistent about the time that the Employers' Commission arrived in Europe when the air was full of talk about revolution.

The report, besides discussing the general impression of the relation between employers and employees, largely through their organizations, touches briefly on a number of other subjects.

"Security accorded to the workman," says the report, "must accompany all claims of labor insurance, consequently. 'Unemployment insurance,' 'health insurance,' and 'old-age insurance' are essential.

Bad housing is given as one of the direct causes of labor unrest, and it is shown that fewer than 200,000 workmen owned their own homes. "The British Government now figures the urgent need of from 300,000 to 400,000 homes for laboring men, but these are all unquestionably rental propositions."

An important change in the vote of conservative laboring classes is coming in Great Britain,

1500 Addresses Per Hour



Belknap No. 4 Addressing Machine

Price

\$67.50

Each name and address an exact reproduction of typewriting.

Belknap stencils can be cut in your own office on your own typewriter.

Send for catalog and full information.

Other models from \$215.00 to \$2150.00.

Rapid Addressing Machine Company

32-46 West 23d Street New York City, N. Y.



Know The Foreign Field

WE are entering the greatest business expansion America has ever seen. you speeding up your preparations?

To take your part in the new foreign trade, you must understand the principles, practice and technique of trading in the world's markets. Your future profits depend upon your present foresight. Our Course in Foreign Trade offers to business men valuable information and guidance on the new problems that must be met. It is a course prepared by men who have made foreign commerce a life study, and it is being followed by hundreds of the keenest executives in America.

Write for our booklet, New Foreign Trade," telling the story of the possibilities and re-quirements of selling in foreign

BUSINESS TRAINING CORPORATION

234 Cameron Bldg.

New York City

according to this report, and one of decided importance to business men in other countries.

The old ideas of restriction of output are being abandoned, and the labor leaders themselves are coming out emphatically against these former theories. Only the radicals, who want to make a fundamental change in society, feel that increased production is merely for the benefit of the capitalist. "All others, including the larger number of those of the 'rank and file' so-called, of the workingmen, are preaching that the nation must produce in order that the nation may live; and that workmen cannot share in what is not produced."

The need of production in order to compete with foreign trade is

obvious.

DANGEROUS TO POSTPONE BUYING

At the present moment, there is criticism in England because business men regard the tendency as dangerous to wait for the wages to come down and for materials to bring lower prices before going ahead with business. One of the largest employers in Great Britain, seconded by several others, according to the report, said that if there was reason to fear serious industrial unrest, it lay largely in this waiting tend-ency caused by threats of labor

disturbances.

On the question of Women in Industry, the report calls attention to the fact that labor leaders say that women need not draw the same pay per hour as the men, and that the real issue is equal pay for equal value, and that if women must draw the same pay per hour where not delivering the same value they would be crowded However, out of employment. there appears to be no question that the women who replaced the soldiers are to relinquish their positions as the men return.

Various other topics are touched upon in the report, which concludes with the findings regarding the attitude of employers and em-

ployees, as follows:

1. Employers in Great Britain

WHY THE CHURCHMAN MERITS CONSIDERATION

- 1. It is the leading journal of the Protestant Episcopal Church.
- 2. It is as vigorous editorially as any paper published in America.
- 3. Its special articles are contributed by the leading persons in the Church and out of it.
- Its news correspondents are in every corner of the world.
- It is a home newspaper. It is read during leisure moments when serious consideration is given.
- It has a higher subscription price than any other religious periodical.
- Its circulation is confined to well-to-do persons who spend wisely but freely to buy the things they want.
- 8. It has a national circulation.
- The confidence and respect accorded a paper of such a high editorial standard naturally extend to its advertising columns.
- It is an excellent medium for the better class of advertising.
- 11. Its space is sold at a price trivial in proportion to the results.

THE CHVRCHMAN

Churchman Co., Publishers
381 FOURTH AVENUE, NEW YORK

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An advertiser

who doubled his machinery advertising on the armistice writes

"While the tendency of a number of manufacturers in the last two months has been to play a waiting game to see what market conditions were going to be, and somewhat to the extent of waiting to see what the other fellow was going to do, we have been 'making hay while the sun shines,' with the result that our company has done nearly twice the ordinary amount of business during February and March that we did in pre-war times. This goes to show that the lumber industry is not entirely dead by any means, and that a large number of firms are improving their plants by the addition of new equipment."

AS PROVED BY THIS ADVERTISER'S EXPERIENCE

"The first page on 'Plan Service' that ran last week is bringing a handful of inquiries daily, which is evidence that the AMERICAN LUMBERMAN is read by the dealer."

Lumber Industry quoted above foretell big factor in by all branches of the reconstruction ing the reconstruction

The experiences the activity expected Lumber Industry durperiod.

The AMERICAN LUMBERMAN, with its weekly national news and market service, through paid correspondents keeps all branches of the industry advised on supply and demand, new ideas in sales methods, and improvements in manufacturing and handling.

Let us tell you more about the paper that is read by ALL of the Lumber Industry—and why some advertisers use it exclusively to reach the lumber field.

American Lumberman

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Chicago, Ill.

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generally recognize the desirability of bargaining collectively with labor.

2. Employers nearly all agree that collective bargaining should always be undertaken between associations of employers and the regularly established well-organized trade unions.

ATTITUDE TOWARD UNIONS

While many manufacturers welome organizations of workmen in their factories (shop or works committees), they want to limit the activities of such bodies to purely local grievances, and decidedly desire that the committee members come under the discipline of their unions.

3. Most employers freely recognize the right of labor to organize; they regard organization as greatly contributing to the stability of industry. Some large manufacturers declare that they wish to see every workman within the unions, so that they must all come under organization control. Others feel that 100 per cent organization might lead to dangerous types of universal strikes and lockouts. The more conservative employers appear to make no effort to help along organizations, of labor, merely dealing with such organizations when they appear on the scene.

4. Employees in Great Britain are divided in sentiment shading from those who want to maintain the trade unions along the regularly established so-called "constitutional" lines to ultra-radical socialists.

5. Employees are nearly a unit, however, in expressing opposition to the use of force. The most radical who desire "now" a complete overturning of the present social structure, usually admit on close questioning that "now" may mean many years. They want to "start" now. Practically none appear to approve of a sudden change as in Russia.

6. Employees of the ultra-radical type look askance at collective bargaining and organizations of labor and capital. They freely express the view that they do not



Some 35,000 Copies of this booklet have been distributed upon request, since its publication last September.

Of this number, fully 25,000 copies were in response to requests from Extension Directors, County Agents, and Home Demonstration Agents.

"The County Agent movement is the greatest and most practical universal (agr.) extension movement ever inaugurated in any country."

Every Advertising man should have a copy of this booklet.

'The Farm Paper With a Mission"

American Farming

DUANE W. GAYLORD, Publisher GEO. H. MEYERS, Adv. Mgr. Chicago Paul W. Minnick, Fastern Rei

Paul W. Minnick, Eastern Rep. 303 Fifth Ave., New York



Graffco

Junior Vise Signals

are like regular Vise Signals (the large ones)

Vise Bignals are made in 12 colors; each color stands for a certain detail in file or card index and "flags" you on the minute when that detail comes up. Junior Bignals are smaller; they can be used separately or in conjunction with the big ones. As to adaptability—Junior Signals are good everywhere, for everything. Splendid for instant information on any detail you want to know Junior Signals. Make a short try for a long-felt want—we will gladly send free samples.

Office people like

Graffco

they're dependable; that's why! They get a steely grip con papers and held on. They don't "work up" or work loose, or work around any-where; they just WO R K. The petent tongue prevents papers slipping in either direction; instantly put on; in three wanted sizes; out shows medium size; all sizes hook well on your stationer; Samples of the actual thing will cost you nothing. Why not ity them?

GEORGE B. GRAFF COMPANY 294 Washington St. Boston, Mass.

Mfrs. of Time-saving Office Devices

wish harmony between employees and employers, since harmony would help to continue the present

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system of society.

7. Employees of the more conservative type (and to your commissioners they appear to represent the vast majority of British workmen) are largely in accord with employers in the desire (1) to head off labor unrest at this period; (2) to strengthen the unions by holding members under control; (3) to increase production for the sake of the nation, workmen included-with no restriction on output except as it affects the health of the worker; (4) to leave control of business policies in the hands of those managing the business.

8. Government officials appear to be uniformly of the opinion that the Government should function in labor unrest only as an absolutely last unavoidable resort. On the other hand, they maintain the right of the Government to step in when necessary in order to protect public interests against minorities which try to force their

terms upon the people.

WOULD BENEFIT ALL

9. In general the Government and most employers and conservative employees appear agreed:

That the spirit of co-operation between labor and capital is high-

ly desirable.

That the spirit of conciliation is important for the benefit of the employer in stabilizing his business and for the benefit of the employee in preserving his regularly organized unions.

That in collective bargaining the right-minded employer will not attempt to return to the pre-war industrial era, and that the rightminded employee will not attempt to crowd his demands to the point at which the stimulus for private business enterprise would disappear.

The spirit of a genuinely better new (and not novel) era is thus being fostered by widely varied elements of Great Britain's indus-

trial system.

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is thus varied indusTHE ONLY PAPER IN WASHINGTON WHOSE CIRCULATION HAS INCREASED SINCE THE ARMISTICE WAS SIGNED.

During the month of

MARCH The Washington Herald

GAINED 101,579 LINES

IN ADVERTISING

THIS GAIN IS ON TOP OF ONE OF

59,022 LINES

IN

FEBRUARY

The only paper in the National Capital using

PHILIP GIBBS WILLIAM ALLEN WHITE POTASH & PERLMUTTER

THE ONLY PAPER IN WASHINGTON WHOSE CIRCULATION HAS INCREASED SINCE THE ARMISTICE WAS SIGNED.

Member National Association of Manufacturers Since Founded



Member The Merchants Association of New York

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Facts in Brief Regarding EL COMERCIO

El. CONERCIO the FIRST and OLD-EST Expert Journal in the WORLD-Established, 1878, published every month since without change of ownership or management.

Et. Cnyrgico is nearly FIFTEEN
YEARS OLDER than any other
SPANISH Export Journal.
Nearly THREE YEARS the
SENIOR of ANY Export Journal
published in the United States.

punished in the United States.

EL Castanjo is NOT an EPHEMERAL "CATCH-PENNY"
SCHEME, but a Journal of Recegmised Standing, with an established reputation and prestige of 44 years to sustain.

EL COMEMOTO'S interests are confined to the SPANISH and PORTUGUESE speaking Countries of the World, including LATIN AMERICA in which Trade we specialize

EL CONTROLO'S OBJECT and AIM is to foster and bring about a closer union of Commercial and Social Interests between the peoples of the United States and those of the SPANISH, PORTUGUESE and LATIN AMERICAN Countries.

AMERICAN Countries.

E. CURERGUE'S POLICY is INDEPENDENT—not controlled by
any outside influences, is NONPolitical and NON-Religious,
confined strictly to Topics of
General Commercial Interests,
including Mining, Mechanical
and Electrical Engineering,
Architecture, Agricultural, Science, Arts, Textiles, etc., embracing Commerce and Industry
in all departments.

COMPRETO'S CIRCULATION Is Sworn to and Guaranteed by A. B. C. E. CONTRETO is not an important of the control of

El. Comercion ADVERTISING RATES and TERMS are Moder-ate—commensurate with the Services rendered.

EL COMPREIO'S BEST REFERENCES are its ADVERTISERS.
Inquire of them.

El. CONERGIO ASSUMING that the EXPORT TRADE may be somewhat new to you, would therefore ask, why experiment in advertising, with medic of questionable or unknown value, when El. COVERGIO affords you such splendid EVIDENCE of ACHIEVEMENT?

AN ADVERTISEMENT in E. Cos-ERGIO gives a standing to your House, Representatives and Cir-cular Matter; also to your Ad-vertisements in LOCAL Foreign Journals.

IN CONSIDERING EXPORT AD-VERTISING do not overlook these ALL-Important Facts, conceded by THOSE WHO

A Free Sample Copy of Et. Cos-gauge Circular, Rates, etc., Will Be Sent Upon Request.

Countries Covered by

EL COMERCIO

CENTRAL AMERICA: Costa Rica, Guatemala, Honduras, Nicaragua, Panama, EUROPE
WEST INDIES.
SUUTH AMERICA: Argentina, Bolivia, Brasil, Chile, Colombia, Scuadov, Paraguay, Peru, Uruguay, Veneraela.
PHILIPPINES
PHILIPPINES

J. Shepherd Clark Co., Editors and Publishers

Burnet L. Clark, President and Manager

114 Liberty Street New York City

Can Your Salesmen Meet the Competition of Those from England and France?

They Can't Unless, in Latin America, They Cease to "Hustle" and Better Adapt Themselves to Prevailing Customs

By Helen A. Ballard

"WHAT is the manufacturer's first move when he wants to do business with the people of the Argentine?" asks a business man who has lived two or three years in that country. "Why, he selects a salesman who knows Spanish, paying more attention to his knowledge of the language than to his salesman.

ship qualities.

The logical thing to do would be to select the best salesman on the force, the one who has the most pleasing personality, the one possessed of the best social at-tainments, who is the most cul-tured, and educate him in Spanish, give him time to study the country before he goes there and after he arrives and then turn him loose on the Argentine buyers with all of his social and business assets at his command. But the American manufacturer cannot wait to do the thing right. He jumps in unequipped for the commercial battle and then wonders why he isn't successful. He pays no attention, or so little that the results are as disastrous as if he paid no attention, to the tariff regulations and import laws, he doesn't bother his head to study the problem of packing and marking his goods, while the English, French and German manufacturers study every phase of their selling and delivery with the greatest of care.

"A German firm that I know translated the Argentine custom tariff into German and put a copy into the hands of each man connected with their Argentine trade. But no American firm would take the time to translate even the handle with care' on the package into Spanish. As a result of this carelessness we lost a perfectly

good cash register that we had waited a good while for and needed badly. This particular machine was well packed and was plainly marked in English on the package with the well known 'care' caution, but the unthinking manufacturer failed to make the necessary Spanish translation with the result that the machine came safely all the way to our very door only to be thrown to the pavement with such violence by the driver who could not read English that it was smashed to smithereens. All of which gets back to the fundamental North American rush and go which is often a great handicap in the export business."

"The salesman's own unfortunate personality is in some cases his worst handicap," said the head of one of New York's biggest export houses which has branches in most of the large cities of the world. "Added to that is his ignorance of the language, the country, its people, and often the unpardonable mistakes of his own manufacturer which make it next to impossible for him to secure a second order from a buyer.

ESSENTIALS OF A SUCCESSFUL BUSI-NESS IN THE ARGENTINE

"To be successful a salesman must think in the language and habits of the country he is dealing with. He must be not only willing but on the lookout for the best in its people and try to understand their motives. He must be willing to sell them what they want, not what he wants to sell them. He must realize that it is their money and that they have some right to their own ideas as to how they shall spend it. He must realize that they want only

An Experienced Advertising Salesman With Personality and Poise

With original ideas, and some planning and copy writing ability—will be interested in the unusual opportunity that exists in the western office of an eastern publication—the largest in its field.

General knowledge of publishing business, art work, printing, engraving, etc., desirable. Acquaintance among agency executives in the west would be valuable.

Headquarters, Chicago, with some traveling. Good salary to start, with commission basis as, soon as business developed will give him a better proposition.

Address "G. M." Box 94, Care of Printers' Ink. the best, for that is a habit of the race. He must understand their national pride, the pride that makes them speak in their school curriculums of the 'national language' as one of the subjects of study instead of Spanish, which it really is; the pride that makes them say, when he chances to assert that New York is the largest port in the world, 'Yes, but Buenos Aires has 1,600,000 population, adding 100,000 to its number out of their imaginations, and many other remarks of a like nature.

"He must know that the Argentine is sensitive, that he has a fine sense of honor. The salesman must know he is going to deal with a people of culture, in a country that is essentially European with as fine shops as any in the world, whose architecture is French and magnificent to behold. He must be prepared to put forth his best efforts and to be his best self, his most interesting self and his most leisurely self if he would successfully deal with the buyers of that republic."

"You might like to add," said a man who has traveled widely in South America, "the case of an American salesman who called upon one of the large silk importers whose managing partner was my best friend in the Argentine. It is an English house and the manager is a Scotchman. He was not complimentary in his remarks regarding the incident.

"The salesman in question called upon my friend and sent up his card but as the manager was very busy he was called upon to wait about half an hour. The first thing the salesman said when his prospective client greeted him was that he had been looking over the store in the half hour and felt he must tell him that his system of displaying the goods and his general arrangements in the store were all wrong.

"My friend, who had just had the store re-arranged after some years' experience as to what was best suited to his needs, replied that he had only been in the business twenty years and had studied

More than a Million in March THE JOURNAL

Piles Gains Upon Gains!

March 1919 was a memorable month in the annals of Milwaukee newspaperdom. It marks the high point of advertising progress thus far. In this month, The Journal carried more than a million lines of advertising—fully 400,000 more lines than the second paper. The Journal's March record is a 36% increase over that of March 1918!

The figures:

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	1919	1918	Gain
THE JOURNAL	1,120,510	822,753	297,757
Second Paper	686,570	558,024	128,546
Third Paper	441,753	231,095	210,658
Fourth Paper	142,121	125,573	16,548

Pitting 3 Months Against a Full Year

The first quarter of 1919 sees a gain of over 814,000 lines for The Journal. This figure is more than 50% in excess of the increase for the entire year of 1918!

This will be a great business year—for those who advertise wisely. To reach the immense, rich territory in and about Milwaukee, the advertiser needs but use The Journal, the proven result-getter and the mightiest business-promotion force in Wisconsin.

THE MILWAUKEE JOURNAL

H. J. GRANT
Publisher
L. A. WEBSTER
Advertising Manager

Special Representatives
O'MARA & ORMSBEE, Inc.
New York and Chicago



Our Stockholders

There are over 135,000 stock-holders who own the American Telephone and Telegraph Company. This great body of people, larger than the entire population of such cities as Albany, Dayton or Tacoma, share the earnings produced by the Bell System.

More than 45,000 of these partners are workers in the telephone organization. They are linemen, switchboard operators, clerks, mechanics, electricians.

The vast property of the Bell System represents the savings of these thousands of people, in many cases all their savings. In the truest sense of the word this big public service corporation belongs to the people. The people own it and the people receive the profits. More than 93% of its stock is owned by persons holding, each, less than one-ninth of one percent.

The Bell System is a real industrial democracy. On its economic operation depends the future independence of many citizens of small means, as well as the profitable employment of thousands of other men and women.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One System Universal Service

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CARELESS

The publican period most of his on that co the time it of being in of a large when a ru United Stawanted to proprietor that he was he would he salesman the next as his

that particular part of his business carefully during his five years in the Argentine as manager at that end, and had decided that it was arranged to the best advantage and in a manner most suited to his needs in that country. He added that he had often heard that the North American mind was quick to grasp what was needed but thought that perhaps experience did to a slight extent outweigh 'snap judgment.'

"Needless to say the salesman did not sell any goods in that store and I am sorry to say that many others were treated rather coolly on account of the ignorance of this one man. The same firm now buys from several American houses but it sends a representative to the States in order to deal with the concern direct rather than deal, as was expressed to me, with some ignorant puppy who thought he could tell the Argentine trade what was best suited to their needs after a half hour's inspection."

"The North American manufacturer who has not yet learned that he cannot send the 'roughneck' type of traveling man to deal with the high class type of people in South America and particularly in the Argentine deserves to be left out in the race for business with that country, but the worst of it is that such a manufacturer has it in his power to spoil the market for the one who is going at the problem in an understanding way."

CARELESSNESS LIKE THIS IS CRIMINAL

The publisher of a South American periodical who has spent most of his time for several years on that continent and much of the time in the Argentine tells of being in the office of the head of a large shop in Buenos Aires when a rug salesman from the United States rushed in and wanted to show his goods. The proprietor courteously explained that he was much occupied, that he would be unable to see the salesman that day or even the next as his time was completely

Looking for a Productive Field

For That Advertising Campaign

Don't Overlook

HUNTINGTON

The Largest and Best City In West Virginia

Over 50,000 Population and 500 New Homes Building

An industrial city and the commercial center for the great coal, oil and natural gas fields of southern West Virginia and eastern Kentucky.

The Advertiser

The Oldest and Foremost Newspaper in

HUNTINGTON, WEST VA.

Members of A. B. C.

Foreign Representative

E. Katz Special Adv. Agency
New York, Chicago, Kansas City.
San Francisco.



Quick Thinking Demands Quick Writing

The pencil which most easily and quickly records your mental processes is Dixon's Eldorado, "the master drawing pencil."

In the 17 perfect degrees of hardness and softness you are assured of a pencil that will make your pencil-work a delight. Leads, strong, responsive, and long wearing. The Eldorado makes for genuine economy.

Made in 17 degrees. 6B (softest) to 9H (hardest), HB (medium) for general

Get a trial dozen
from your dealer,
or write on your
letter head for free
full-length samples
of your favorite
degrees. Please
mention your
dealer 'sname.

Made in

Made in 17 degrees

with appointments. Whereupon the salesman deposited the two heavy suit cases, which he was carrying himself, down in the middle of the floor and began a hurried selling talk, assuring the prospective buyer that he could show his goods in thirty minutes and that he wanted to catch a train to another city.

The head of the store again explained that he could not possibly give the time to look them over then and that if he bought he would require more than thirty minutes in which to select several thousand dollars' worth of goods. He suggested that the man either wait over a couple of days or go on and stop on his way back. But the salesman, bent on clinching the deal then or never, made an abrupt departure, with no promise of a re-turn. To him, catching the train to the next city on his itinerary was more important than a possible large sale in the capital of the country.

A short time after he left, an Englishman, well groomed, accompanied by a well dressed colored servant who carried his heavy bags, arrived at the office and with Chesterfield manners sent in an engraved card with the request for an interview at the leisure of the Argentine. He was aware that he was a busy man, the note said, but he would be glad to await the pleasure of the dealer, and would call at any time which he might appoint. The appointment was willingly made for three days later and at the hour named the Englishman and his servant again arrived. was ushered into the office of the buyer. He allowed the leisurely Argentine all the time he wanted for looking over his goods, which, by-the-way, were rugs, also, and all the time he needed for thinking over his purchase. He did not close the sale. Instead he left his samples at the store and dropped in occasionally himself. When the buyer was free they chatted on topics of mutual interest. Finally the salesman accepted the Argentine's invitation to spend the

Announcing Announcing

A Rare Opportunity

Newell-Emmett Company

120 West Thirty-second Street New York Telephone FARRAGUT 2630

ADVERTISING . MERCHANDISING COUNSEL

is ath Fighth Avenue a New York con-

CLARBNOR D. NEWRLL Day Innorma beautiful and a President

BURTON EMMETT Vice-President

WILLIAM H. BRATTT on the calcing the symiler and another Vice-President

BIGHARD L. STRORRIDGE Santa in dependent sambles w Bereity

FEED H. WALSE

A Rare Opportunity To Secure a Product With Immense Sales Possibilities—

A manufacturer of high standing has perfected a pharmaceutical specialty of great merit and importance. This product is closely connected with a recent epochal development in surgery, and is already used by famous surgeons and in many hospitals. It has been accepted by the Council on Chemistry and Pharmacy of the American Medical Association, has also won Government approval and an enviable war record.

While the sales-potentialities in the ethical field (physicians, surgeons, dentists, veterinarians) are great, yet the product is eminently qualified for exploitation direct to the public, where the sales possibilities are exceedingly large. Probably no other product has the same wide range of popular everyday usefulness and will give the same measure of unvarying satisfaction with consequent quick repeat sales.

The margin between manufacturing costs and popular selling prices is ample to take care of selling, adequate advertising, and provide handsome profits. The available publicity material is most unusual, and assures profitable, quick action advertising. The manufacturer has expended a large amount of money in perfecting the product, and now desires to place exclusive selling rights in the hands of a qualified sales organization—he to manufacture on an agreed basis, but would consider selling all rights at an equitable figure. I will be glad to give the fullest information, in confidence, to principals of reputable concerns which are equipped to do justice to the proposition.

J. CLYDE DUBLE 461 Eighth Avenue - New York

of the c played g course, and was generally After genuine he retur customer an orde mgs. cluded n lishman : and will that part and larg the Ame just as s advantag ground v

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a dollar's

"The A much at American man who South A on the gr der that forced to it was no business ness in 1 sumes n and we trade, wi service a "Here man was women's

man was women's one of wear. To sample is pure silk, and I was and the leave the them and corner took his chad the kery wanted.

"Then of the ca man who week-end at his country home where he was made one of the family and showed his enjoyment of the courtesy extended to him, played golf and praised the golf course, talked interesting events and was a normal human being

generally.

After three or four days of genuine enjoyment of this sort he returned to the city with his customer and was promptly given an order for \$75,000 worth of rugs. "As a consequence," concluded my informant, "that Englishman is pleasantly remembered and will always be able to sell that particular customer his goods and large orders of them while the American salesman, who had just as good a field and had the advantage of being first on the ground will never be able to sell a dollar's worth."

MUST CONFORM TO CONDITIONS

"The Argentine has suffered so much at the hands of the North American manufacturer," said a man who has spent years studying South American trade conditions on the ground, "that it is no wonder that during the war, when forced to buy more goods of us, it was no uncommon thing to hear business men say, 'Wait till business in England and Europe assumes normal conditions again and we will go back there for trade, where we can get better service and cheaper prices.'

"Here is one instance. A salesman was showing his line of women's hosiery to a buyer for one of the shops for women's wear. The buyer said, 'This sample is only half silk. I want pure silk. Make them in all silk and I will give you an order.' We make them only in half silk,' said the salesman, 'take them or leave them.' The buyer left them and went just around the corner to an Englishman who took his order for pure silk, who had the business sagacity to give the Argentine what he knew he wanted.

"Then there is the other side of the case. There is the salesman who gets an order, sends it

"Sugaring Off"

Tapping the trees—getting the sap—boiling down to syrup—rich essence of sweet maple goodness.

Similarly — getting new circulation — new blood. Human forests. Tapping the right trees. Pure concentrated — sugar. To sweeten advertising values.

NATIONAL SPORTS-MAN the only magazine in its field practicing what it preaches—advertising in other publications.

Getting MEN readers of right fibre and mettle, MEN of specific needs. MEN who listen to the Call of the open respond readily to the Call of Advertising.

NATIONAL SPORTS-MAN has 75,000 Net Paid "sugared off" circulation—largest in outdoor field. No water — no waste! And rate no higher than some magazines of half its circulation.

Advertising rates and further particulars on request.

NATIONAL SPORTSMAN

221 Columbus Ave. Boston, Mass.

Member A. B. C.

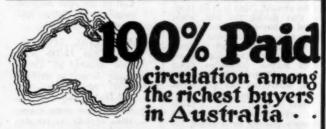
in and goes away feeling that his part of the work has been well done. But when the goods arrive they have been so poorly that they are badly packed damaged, or perhays so improperly marked that they have been delayed in transit until they are spoiled if perishable, or perhaps out of style if in the wear-ing apparel line. Then the buyer kicks to the salesman who is not to blame, writes a sarcastic letter to the firm which pays no attention whatever to it, and the Argentine puts the American exporters all down as crooks.'

WILL SLIP-SHOD PACKING EVER BE.
DONE AWAY WITH?

"The warehouses of the Argentine," says another authority, "are filled with boxes and barrels full of spoiled goods. Two years ago the American salesmen came in droves and some of the results of their sales efforts are a disgrace to the concerns that sent them. I personally know of a case where a large order for

hosiery was taken and when the order arrived to be filled at the factory the United States Government had taken it over for was work and the order could not be filled, so it was passed on to an other firm who in turn passed ion, until it was finally put into the hands of an irresponsible man

"When the goods came I san them and they were an awfu mess. The whole shipment consisted of nothing but worn on goods, rags that must have com from some waste dump. I can' see where anyone ever could have got enough of them to fill the order unless they were sorted ou by some rag dealer. It was cash proposition. The buyer a once cabled what had arrived and insisted on a cable reply as h needed the goods. Some time passed and a letter came saying that the firm he had cabled to had not filled the order, that it has passed it on and would try t locate the mistake. When it wa traced to the man who filled th order he was not responsible



The "FARMER AND SETTLER"

published every Tuesday and Friday in Sydney, N. S. W. has a 100% paid circulation entirely among the wealthy sheep and grain raising farmers of the Commonwealth. They look to America for labor saving farm machinery—farm implements, tractors, engines, automobiles.

The Farmer and Settler is the logical advertising medium for reaching this vast and wealthy market. For further information address

BRITISH AND COLONIAL PRESS, Inc., SOLE AGENTS FOLLOWING U. S. and CANADA Cunard Building, Chicago 150 Nassau Street, New York

"Right Away, Sir".

The Eugene McGuckin Co. Philadelphia

announces the appointment of

Mr. Charles Hunsicker Henkels

as Art Director



"Right Away, Sir"

"Rapid Service" means all the name implies
—Prompt, Efficient handling of your Electrotype orders—whether you are located on the
Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotype Company

W. H. KAUFMANN, President and General Manager
Largest Makers and Distributors of Advertising Plates in the World
New York CINCINNATI Chicago

REFERENCES:--Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

WANTED

A Live Assistant for a Busy Art Manager

This position calls for a man with the following qualifications:

- Ability to judge the quality of advertising art work in all mediums, and to aid in supervising the production of effective drawings by a large staff, of artists.
- A highly developed advertising sense, and the faculty of expressing forceful ideas in rough layouts of striking character.
- A thorough knowledge of the advertising possibilities of photography and all reproductive processes, particularly lithography.
- 4. A systematic, executive mind, which will enable him to relieve the Art Manager of all possible detail, be responsible for the prompt delivery of work by the house staff and outside artists, and secure the correct keeping of production records.

The position is now open to a man who can qualify for its responsibilities, at a salary in keeping with the ability demonstrated.

Apply by letter only, giving details of experience and salary expected.

Address, "SALES MANAGER"

AMERICAN LITHOGRAPHIC COMPANY
Creators of Colorgraphic Advertising

52 East 19th Street

New York City

financially was ever hut I do that deal I have kn of apples that they of large q riving spo proper pa "All the difficulties has quite out them. have bou firms and have been ment. enough i where it i but when use for the at the ver haps most that the b future of his friend bought of such trou European have as parts, loca

"But in dices again salesman manufactu Argentine from a United Sta that he is grade than and will 1 packing, d always aft market fo is unlimit whole gam factures. cultural equipment mobiles, mills, pres typewriters registers, 1

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financially. Whether the money was ever returned I do not know, but I do know what a black eye that deal gave to our exporters. I have known of whole shipments of apples being so measly small that they could not be accepted; of large quantities of potatoes arriving spoiled, all because of improper packing and marking.

"All these mistakes add to the difficulties of the salesman who has quite enough to combat without them. I know of men who have bought machinery of our firms and important parts of it have been missing from the ship-This is inconvenient enough in the United States where it is more easily replaced, but when it means a loss of its use for three or four months, and at the very time when it is per-haps most needed, it is no wonder that the buyers decide to buy in future of the English firms which his friends and neighbors have bought of and who have had no such trouble as he has had. European machinery houses usually have agents, who carry repair parts, located in the Argentine.

"But in spite of all the prejudices against the North American salesman and the exporter and manufacturer behind him, the Argentine will buy any article from a manufacturer in the United States if he is convinced that he is putting out a better grade than he can buy elsewhere, and will meet competition as to packing, delivery, etc., for he is always after the best. As to the market for American goods—it is unlimited. And it runs the whole gamut of American manufactures. It covers pianos, agriimplements, equipment and accessories, automobiles, machinery for sugar mills, presses, linotype machines, typewriters, fountain pens, cash registers, woolen goods-most of this is now imported from England and Europe, dress material of all kinds, gowns, millinery, bicycles and talking machines scarcely a home is complete in Buenos Aires without one, and they are found everywhere.

\$100<u>.00</u> Easy Money

I will pay \$100.00 for a series of ten Ads, if accepted, on "How to Develop New Business" for a Commercial Bank whose Banking Service includes Collections, Consultation of Officers, Advice and Sources of Information, Directors (who are representative business men in their community), Safe Deposit Vaults, Savings Accounts, Interest in young Business Men's Accounts, Service and Attention to Small Accounts. Growth and Increase of Deposits.

This copy must interest the commonsense business man, be dignified and the "attention quality" must be evident. Lay-out for Ads,—50 lines, double column.

I will pay \$100.00 for a series of 10 short letters, if acceptable, treating on the same subjects.

You may consider this rather speculative, but I can use any number of these series. Study the subjects and send along your copy, and if satisfactory, we will send you a check,

CORNELIUS BAKER 119 S. Fourth Street Philadelphia, Pa.

CAN YOU WRITE COPY?

One man wrote us

advising he could compile a book of Temperance Drink Recipes. We had a market for his Recipes and he is now several hundred dollars better off.

A woman was technical

in her knowledge of Knit Goods. Her copy proved it and she found how her knowledge was worth money.

An advertising idea was submitted

to us featuring silver as retailed by the jeweler. We promptly placed that.

What ideas have you

-On What Subject Are You Posted?

Weybosset Investment Co.
42 Pine St.
Providence, R. I.

"It's really just a case of understanding conditions, sensibly meet-

ing them and then going ahead. Some books which the salesman might profit by reading before he starts out to capture Argentine trade and that the exporter would do well to keep on his desk are:

Argentina and Her People of To-day, by Nevin O. Winter, The Page Company, Boston, \$3. Understanding South America

Understanding South America by Clayton Sedgwick Cooper, George H. Doran Company, New York. \$2 net.

Argentine and Uruguay, by Gordon Ross, The Macmillar Company, New York. \$3.50.

South America, Observations and Impressions, by James Bryce, the Macmillan Company, New York. \$2.75.

Getting Together with Latin America, by A. Hyatt Verrill, E. P. Dutton & Company, New York. \$2 net.

South American Republics, Story of the Nations Series, by Thomas C. Dawson, G. P. Putnam's Sons, New York. 2 vols., \$1.50 each, net.

Brazil: To-day and To-morrow, by L. E. Elliott, The Macmillan Company, New York. \$2.25.

Seeks Supplies for Siberia

BUREAU OF COMMERCIAL ECONOMICS
DEPARTMENT OF FUNLIC INSTRUCTION
WASHINGTON

Editor of PRINTERS' INE:

I am enclosing a very pitfful appea from the heart of Siberia. When you have read it through I think you will find that you can make a little story of it. If so, will you kindly send a copy of your story to the sender of the letter?

The original

The original was received in Esperanto and our answer to them will be in the same language. We shall advise them that we are sending you a copy of this letter and that we shall do all in our power to assist them to obtain the various things that they de sire.

Will you kindly advise me if yo can use this article?

A. Maris Boggs, Dran.

(Translation)
From Culture-Educational Union of
the Altai Province, City of Barnaul,
Altai Province, Siberia, Tomsk St.
84 Nov. 16-23, 1918.

84 Nov. 10-23, 1918.
To the Bureau of Commercial Economics, Washington, D. C.

Our Union, having bookstores and office supply depots, wishes to open its

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THE B



It is a significant fact that our accounts are rarely solicited by other Advertising Agencies.

The Power, Alexander & Jenkins Co.
Advertising
Detroit

The Young Folks of Today



are to be reckoned with as individuals and as a concrete advertising factor They have their own garden; their own special home duties; their own social life; their own accomplishments and recreations; read their own books and papers. They are their parents para-

mount concern in all these activities, and they exert tremendous personal influence on all of the family expenditures

With your advertising message to our young folks you go straight to the heart of 200,000 substantial homes—85% in towns under 25,000.

YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Co., Elgin, Ill.

WESLEY B. FARMILOE, Advertising Manager Roy Barnhill, Inc., 23 East 26th Street, New York Chas. H. Shattuek, People's Gas Building, Chicago Sam Dennis, Globe-Democrat Building, St. Louis

COOK'S WEEKLY TRIO : A MILLION BOYS AND GIRLS
THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PROPLE'S WEEKLY

POLITIKEN

The leading Danish Newspaper. Published in Copenhagen, Denmark. Circulation of 120,000 net paid daily.

Covers Denmark, Norway and Sweden most effectively.

Regarded in commercial, industrial, shipping and financial circles of these countries as the most important newspaper.

Beyond all question the best medium for American propaganda in Scandinavia.

Copenhagen,-

The only free port in the Baltics.

The natural distributing center.

Write for advertising rates, etc. etc.

"POLITIKEN"

Berkeley Building, No. 19 W. 44th Street New York, N. Y.

Representatives Wanted in All Principal Cities of the United States

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greeting

Rubber Tire Con Company tributors heen re Commiss forms o signed to among co stamped are new tising cl unmistak not com terial an ance wit ployed a commercial relations with your country. Our union, which unites villages and city societies and associations, which aim to the spread of culture and elucation of the people, has for the accomplishment of its aims, depots, stores for books, paper, office supplies, pens, penholders, pencils, paints, etc. Thanks to the unsettled political state of our land we have not been able of late to provide our stores and depots with the needed things in sufficient with the needed things in sufficient quantity, but now, when the eastern borders are half opened we take occa-sion to begin relations with China and sion to begin relations with China and Japan. The country which most heartily takes up our matter will be our liberator. Therefore, we beg you to advise us: whether we can find in your city or the other cities of your country a sufficient quantity of office supplies, American or European paper which can be written on both sides, pens, Japanese or others, pencils, crayons (water color or others), Chinese black (translator's note-India Ink) for writing and painting, etc. If such material can be had from you, we ask you to and painting, etc. If such material can be had from you, we ask you to send it to us charges collect, samples and price lists—we will willingly pay the cost of the samples.

We beg you to have our letter trans lated into the English language and have it printed in gazettes, sending spe-cimen copies of the gazettes containing cimen copies of the gazettes containing the articles, and communicate it to different wholesale houses and Chambers of Commerce in your country. Besides this, taking up the printed announcement of the growth of our Museum, we ask you to look it over, translate, publish and as far as possible help us to arrange for the Museum an American corner, to show the progress of culture in your country. Our ress of culture in your country. Our Union is interested in the question of portable apparatus for moving pictures, which would be suitable for villages not supplied with electric power.

Awaiting your ur early res response, fraternal

THE ADMINSTRATION SECRETARY,

INOCENTO SERISEV.

Rebuilt Tire Concerns Must Modify Advertising

The Iron Clad Company, Inc., Queen Rubber Company, Inc., Worth More Tire Company, Inc., and Overroad Tire Company, Inc., the New York City distributors of rebuilt automobile tires, have been requested by the Federal Trade Commission to cease circulating certain forms of advertising. The forms involved are those "calculated and designed to create the belief and impression among consumers of automobile tires that rebuilt and reconstructed tires, re-stamped with new names and brands, are new tires manufactured from new are new tires manufactured from new and unused material, unless the advertising clearly, definitely, distinctly and unmistakably shows that such tires are not composed of new and unused material and not manufactured in accordance with the methods and processes employed generally by manufacturers of standard automobile tires."





Parcel Post

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

- Made Only by -**Chicago Carton Company** 4433 Ogden Ave. Chicago, Illinois

The Atlanta Journal

Page Rotogravure
Picture Section printed on extra heavy,
super-calendered
paper every Sunday.

75,000 Circulation

One insertion 30c. a line. 39 insertions 20c. a line.

Advertising in The Journal Sells the Goods.

Space Buyers!

THERE is only one trade paper devoted exclusively to underwear and hosiery—and that is

Underwears Hosiery
Review
320 Broadway, New York

Better Parcel Post Arrangements Needed

Continued from page 112)
dise will cost the buyer \$4.88 by
express, and \$5.40 by first-class
mail. From London the parcel
postage would be 72c. Nearly the
same rates apply to Calcutta, and
to Suva, Fiji Islands, from Great
Britain. Our express friends,
however, ask \$14.38 to carry 11 lbs.
from Chicago to Suva, and yet the
haul from Chicago to Suva, which
is the first stop out of Vancouver,
is much less than the haul from
London to that port in the Fiji
Islands.

SHIPPING UNDER DIFFICULTIES

So far as our own house is concerned, the volume of our business enables us to meet the obstacles to growth caused by our defective parcel post much more readily than small concerns. We have an arrangement with a firm in Liverpool and one in Hongkong, China, whereby we forward regularly to each place a bale of packages already wrapped and addressed to places with which the United States has no parcel post. The bale to Liverpool is usually forwarded from here by express; to Hongkong we ship it by fast freight.

Our agents in these two places open up the bale and deposit the parcels in the British post, affixing the necessary stamps. By reason of the regularity of our shipments, these agents make a much smaller charge to us for doing this service than they make to smaller concerns who only send shipments to them occasionally.

Needless to say this advantage we would be only too glad to see disappear by our Government furnishing, as other governments have furnished, facilities whereby every export merchant might forward small parcels directly, quickly and cheaply, to all countries of the world.

So much for the countries with which we have no parcel post.

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Trichromatic Plates Have the "Guts"

-the stamina to stand up under the electrotyper's handling, the press' pounding, and the ink's biting without blurring their sharpness or losing their detail.

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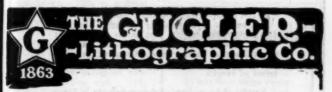
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vith ost. Printers like to see our plates come in on color jobs. They know Trichromatic plates are dependable.

The TRICHROMATIC Engraving Company PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C. L. H. TRYON



The Gugler Advertising Letter

If you didn't happen to see our two-page colored insert in Printers' Ink of March 27th, illustrating and describing this most effective form for placing your illustrated message before a large number of prospects at minimum cost, just turn to your copy of that issue and look it up.

Or, if you are interested in four-page illustrated letters that require no envelope and go under one-cent postage, write for some recent samples.

MILWAUKEE AND CHICAGO.



A Thrifty Investment

THAT canny sense of thrift that we all carry about us is particularly insistent when we buy printed matter. But unless that prudent quality is educated to distinguish real value, it often leads us astray, especially about printing. The cost of printing can be estimated only in terms of results.

Results show an overwhelming balance in favor of the use of Princess Covers for catalogs and booklets. Beautiful, dignified and in the most exacting good taste, these covers are endlessly durable and most attractive. They adorn the book and draw favorable attention; they also protect the contents, which is an important catalog consideration. In 12 rich colors and White.

Send for a copy of the helpful XTRA Sample Book, and the latest number of that unusual house organ XTRA.

Peace prices now prevail on Princess stock.

C. H. DEXTER & SONS, Inc.

Windsor Locks, Connecticut

st alrea untries. arged is one cive to e knows vernme und pa ound par TI given t the larg England To h arcel pos at costs 1 packa inimum eight are the tab uide sho untries l three g om 3 to For ex om Engl e weighi 24c); 3 11 gs (48c) illings (centive 1 increase d orders To som ovision i unusua er the urse on ent is ve orters of Our pare put on t ssible: o easureme necessa arge for easureme solutely 1 There is mand al erican

ticles, and

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low for some defects in the parcel ost already in operation to certain The uniform arged is 12c per pound, whether one pound or for twenty cive to business growth. Everyknows that it costs less for the evernment to handle one twentyund parcel than twenty oneand parcels to different destinains. Then why should we not given the benefit of the saving

the larger parcel?

England's method is much bet-To her exporters she offers a arcel post to nearly all countries, at costs less per pound the heavier package becomes, until the inimum rate and maximum eight are reached. A reference the tables in the British Postal nide shows that to nearly all untries her parcel post rates are three groups-from 1 to 3 lbs., om 3 to 7 lbs., and from 7 to 11 For example, to North Borneo om England the rate on a packe weighing 3 lbs., is one shilling (4c); 3 lbs. to 7 lbs. is two shill-gs (48c); 7 to 11 lbs., is three illings (72c). This is a great centive to shippers and buyers increase the size of their parcels nd orders.

To some particular countries, ovision is even made for carryg unusually heavy or bulky pars at a slightly increased rate er the regulation size. ourse on the part of the Governent is very helpful to the ex-orters of Great Britain.

Our parcel post should likewise put on the most favorable basis ssible; our limits of weight and assurement should be increased. necessary to make an extra arge for extra weights or extra easurements, do so, but do not solutely prohibit the conveyance. There is a constant and steady mand all over the world for merican novelties. household ticles, and small goods. Foreign yers are astounded when we are liged to tell them there is no reel post from our country. pect to conduct export trade uns we have this fundamental re-

full page advertisements in last week's Saturday Evening Post were set in our shop

F course we are proud of our volume of business, and the speed of our service, but we are far more concerned about the physical appearance of an advertisement. We would like to help improve your ads with the very best typography.

THE TYPOGRAPHIC SERVICE CO. OF NEW YORK, Inc.

141 Madison Avenue Madison Square 3620

Photoplay Jou

Is less than three years old and has never had a circulation campaign. Its entire circulation of 40,000 (and growing) has been built up solely on its own merits-over 35,000 discriminating film enthusiasts buy it every month at the newsstands-at 20c per copy.

Published in Philadelphia by GENTRAL PRESS PUBLISHING COMPANY, 1315 Cherry St.

epresented in the East by S. M. GOLDBERG, 303 Fifth Ave., N. Y.

Loyalty

I know a man that has specialized on increasing organization loyal-ty. I shall be glad to put you in touch with this man.

GILBERT P. FARRAR 220 W. 42d St., New York



The Third Record In Succession

The May "Experimenter" carries 17,048 lines of paid display advertising. This is the third month in succession to establish a new high record and is an increase over last May of 1225 Circulation well over 160,000.

EXPERIMENTER PUBLISHING CO. 233 FULTON ST., NEW YORK CITY Western Representative J.B. Pinucan, Harriard Bidg., Chicago quirement. They have been in the habit of ordering out from Europ small consignments through the post at slight expense, and if we are unable to take care of them it the same manner, it is our lookou not theirs. Our company alone obliged to turn down annual thousands of orders that might be sent with profit to all concerne by parcel post, and many of which no doubt would result in satisfactory business relations in a large way.

United States consuls, commercial agents, and Americans abroa are constantly writing back to the State Department, Bureau of Commerce, and commercial organizations that no one thing would he of greater benefit toward develoying American export trade than a up to date parcel post that would make it at least as easy for American exporters to get goods out of this country as it is for foreign goods to come in.

Surely the time must soon com when this greatest possible aid export trade will be placed by of Government on a par with simile service from our commercial rival

PARCEL POST IMPROVEMENTS SU GESTED

To summarize, I desire to sugest and urgently recommend:

1—That we should immediate have a parcel post to the rest of the world.

the world.

2—That wherever possible with the should increase the weight limit 20 pounds, the present limit Ecuador and Salvador.

3—That we should arrange that charges by the group system is stead of the uniform rate of left per pound or fraction thereof.

4—That we should do away wi the annoying delivery charge of per parcel that is made in the country, and that is made in othe countries on the parcels sent fro here.

here,
5—That arrangements should be made whereby a tag enveloy might be attached to a parcel, containing a complete invoice, to lused by customs officials for clean ance purposes. This would take place of the tag now in the place of the tag now in the content of the content o

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THE MORNING RECORD

Overwhelmingly Dominates in

MERIDEN, CONNECTICUT LEADS LOCAL EVENING PAPER:

In Circulation, by more than 35%,

In Display Advertising, local and foreign.

In Want Ads, almost three to one,

In Local News,

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In Telegraphic News-Only Associated Press Paper,

In Editorial Influence.

ONLY A. B. C. Newspaper in City.

Only two-cent paper in Meriden; evening paper charges three cents.

Eastern business handled through the HOME OFFICE; Western through GILMAN & NICOLL, Tribune Bldg., Chicago

Pawtucket, Rhode Island's Second City

Follow the Lead of Providence Merchants

-into-

The Pawtucket Times

Rhode Island's Second Paper in the Second City of the State

THE TIMES

Publishes the Advertisements of Every Large Providence Merchant and Playhouse

BECAUSE

The Times delivers the goods to over 130,000 prosperous people, all within 8 miles of Pawtucket.

Complete domination of Northern Rhode Island and the Attleboros in Massachusetts through the Times.

Circulation, October to April, 23,752

New England

proves and performs for advertisers!

Massachusetts Rhode Island Connecticut than re

New Hampshire Vermont

It has the six great stones of the pyramid of wealth

Population-number of manufacturing establishments-Capita invested in factories-value of finished product-number of employes-amount of annual wages.

MANUFACTURING

More than one-seventh of the entire manufacturing of the United States is done in these six states.

AGRICULTURE

In New England the average yield in corn and potatoes is far and peace above that of other sections. New Hampshire ranks first in corn relations and Cornecticut a good second the former with 421 to the cornecticut a good second the former with 421 to the cornecticut. and Connecticut a good second, the former with 42.1 to the acre and the latter, 39.4. Massachusetts with one-ninth the area of California nets from agriculture one-third as much money, and he manufactures exceed \$1,172,000,000.

CITIES CLOSE TOGETHER

Here there is a blend of all nationalities which show that New England is cosmopolitan, not provincial. Here cities are closely knitted together without a parallel in any other section in the country. Each of these cities have splendid

> HOME DAILY NEWSPAPERS Quick Workers Rapid Producers

FIFTEEN GOOD ONES

in fifteen of the best cities

LYNN, MASS., ITEM SALEM, MASS., NEWS SPRINGFIELD, MASS., UNION TAUNTON, MASS. DAILY WORCESTER, MASS., GAZETTE PAWTUCKET, R. I., TIMES BRIDGEPORT, CT. POST and STAND-NEW HAVEN, CT., REGISTER NEW LONDON, Ct., DAY (Evening)

WATERBURY, CT., RERUBLICAN PORTLAND, ME., EXPRESS BURLINGTON, VT., FREE PRES MANCHESTER, N. H. UNION at FITCHBURG, MASS, SENTINE LOWELL, MASS. COURIER-CITIZE

EACH OF THE NEWSPAPERS here named is a power in its home community.

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not war want it, more th conditio get the custome titive ba and spe

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ions: 1. You

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7. Is it
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him the anipulati osal.) 8. If ye would ately, wou ve to process of You shoustion "No."

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6-That we should be able to get either registration or insur-ance on packages of unusual value, and it would be very desirable to have C. O. D. arrangements with as many countries as possible.

The question is, do we or do we not want foreign trade? If we do want it, then we must have more want it, then we must have more than goods. We must have conditions that will enable us to get these goods to our foreign customers on an absolutely compensations. titive basis, as to cost, convenience, and speed.

Don't Give Him a Chance to Say "No"

Inited Observe the psychological effect there is in answering the following ques-

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is in answering the following questions:

1. You surely wish to avoid loss of your ready cash, don't you?

2. You surely value your happiness and peace of mind, don't you?

3. You desire to maintain amicable relations with your bank, do you not?

4. You would rather be fully insured than not, wouldn't you?

5. Wouldn't you rather have your check present this neat imprint than to have it look the way it does now?

6. You surely desire to follow successful and progressive business methods, don't you?

7. Is it possible that these things ould happen to you? (After showing him the innumerable cases of check manipulation you have at your discharged. New anipulation you have at your dislosely osal.

osal.)

8. If you should have an experience uch as any of these men have had, ou would adopt our System immeditely, would you not?

9. Wouldn't you consider it inexpenies to protect everything you own at cost of less than two cents a day?

You should never ask the prospect question that he can answer by saygg "No." Practice some of the forethe proper questions on your prospects, and ing "No." Practice some of the fore-poing questions on your prospects, and sotice the difference. Your prospect pets the habit of saying "Yes," and he just naturally gives you the right an-ier when it comes to the final ques-tion of putting his signature on the dotted line of your order book.—Julius Mentzel, in "Protectograph Weekly Bulletin."

In Butler Bros.' Catalogue Department

Hollis Root, who recently returned from military service in France, has be-ome chief assistant to Charles McCue, teneral manager of Butler Brothers' stalogue department in Chicago. here

New England

proves and performs for advertisers!

Portland, Maine

This City has the largest retail market in the State. It is the jobbing center and the wholesale center of the State. And all agree that it is the financial center and the social center of Maine.

The Portland Express has many foreign advertisers, as it usually "makes good" from the beginning of the campaign, and continues to "make good" as is evidenced by the great number of foreign accounts that are carried by the

Evening Express

the only afternoon daily newspaper published in Portland; serves about nine out of every ten fami-Paid circulation for 1918,

25,593 net

The Sunday Telegram

far ahead of all other Maine Sunday papers. Brings profitable results to advertisers. Net paid circulation for 1918,

21,155

The Julius Mathews Special Agency Boston Now York Chicago

New England

proves and performs for advertisers!

Waterbury

(The Heart of Connecticut)

Republican

Leads by many thousands the circulation of any other Waterbury daily paper.

WATERBURY is one of the liveliest and loveliest cities in all New England. The last count showed 86,917 in the city and the "Republican," like Waterbury, is growing steadily!

The PRINCIPAL INDUSTRIES are brass and copper rolled; buttons, electrical machinery and supplies, factory and machine shop products, hardware, planing mill products, stamped ware, ammunition. Waterbury Brassware is known everywhere. Waterbury Clocks tick and chime everywhere, and Waterbury Watches are in every land and on every sea.

The Republican

is everybody's favorite paper.

Daily circulation

12,433

Oct., 1918-P. O.

FOUR GUARANTEES

1. Largest Circulation.

 Largest City Circulation.
 Largest City and Suburban Circulation.

4. Largest Country Circulation.

The daily and Sunday Republican are the best buys in Waterbury. They have the lowest rate per thousand of circulation. They give good co-operative service. They carry the most advertising and they give advertisers the greatest results!

The Julius Mathews Special Agency Boston New York Chicago

Sales Convention Rules for Speakers

One Firm Establishes Suggestions for Delivery of Addresses—Signals When to Stop Talking and Runs Meeting Like Clockwork

OPINIONS always differ as to which is more effective, the intimate, informal sales gathering or the elaborately staged convention. But in either case a certain degree of precision must be rigorously observed—otherwise the meeting is likely to run away with itself and become a symposium of hard-luck stories and kidding remarks.

"Before we rehearse our convention talks," said a sales manager the other day, in discussing the subject, "we call the managers of the different departments to gether and impress them with the fact that their job is not so much to indulge in spread-eagle orators as to get their message across We have found it advisable to allot a definite period to each speaker—an hour or two or three -so the danger of drifting into the byways will be eliminated We even go so far as to arrang a system of signals-a green ligh is flashed three minutes before each speaker's time is up, and when the red signal appears h must leave the platform. Other wise the next man's schedule wil be disarranged.

"Each manager is told to avoid hesitating and muttering, to bring out each word and each syllable clearly. He is instructed to suit his delivery to the best under standing of the audience and pitch his voice to the last man in the last row, not merely those is front.

"Another oft-neglected point is when explaining a chart or as exhibit, the man on the platform must stand to one side and le everybody get a good view of what he is explaining. Many in genious diagrams haven't go

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The DOMINANT Evening Newspaper of the Prolific New England Market

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BOSTON MAMERICAN

The LARGEST Evening Circulation in New England

NEW ENGLAND territory, rich in buying power and generously responsive to well-planned sales campaigns, offers a wide open door to successful marketing of any product at any price.

THE BOSTON AMERICAN, with the largest evening home-going circulation and widest distribution, not only dominates this market, but charts the territory before your campaign and aids its resultful promotion through the medium of its

Merchandising Service Department

Valuable data concerning distribution—buying power of various sections—leading sellers—price preferences—maps for salesmen—dozens of important points of information are available for those planning campaigns in the BOSTON AMERICAN

New England Dollars Are Waiting Now to Buy Your Product!

Boston Evening Transcript

Its large three-cent daily circulation has been substantially increased by the general price-rise in one-cent dailies.

It wields a unique influence in a field of extraordinary buyingpower.

As ever it is an increasingly productive sales and publicity medium for national advertisers.

National Representatives

CHAS. H. EDDY CO.
NEW YORK CHICAGO BOSTON

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across the footlights because the chap explaining them has persisted in posing in front so only the audience at the edges of the room could catch an occasional glimpse. Moreover, we have found it fatal if a speaker is not acquainted with his chart and fumbles around while the convention waits."

If lantern slides are used the speaker is reminded to time himself before going on the platform, or his story may be cut in half by the flashing of the red signal. All lantern slides are tabbed with stickers, in the corner and numbered in sequence, so the stereopticon operator will not get slides in the machine upside down or out of order.

Speakers using the stereopticon are also cautioned not to let their slides stay on the screen over a minute or two minutes at the most, as the extreme heat of a high-powered machine may crack or even melt the slides while the man on the stage is explaining some obscure point. A flash signal is used to the operator, and the speaker urged not to get impatient or panicky in case things get twisted.

TEACHES PARTICIPANTS WHAT TO DO

The firm which this sales manager represents, also publishes a list of hints given in typewritten form to all participating actively in the convention. Here they are:

"If any hitch comes in any part of the programme a good, resourceful speaker will keep the attention of the audience while the mechanical difficulty is being repaired. Don't apologize or hesitate. Keep things moving.

tate. Keep things moving.
"Your voice may get husky. See that water is handy before you start, then you won't have to ask for it or hunt for it in the middle

of your talk.

"Aim to make your presentation a connected one and do not jump from one subject to another in a rambling manner. Don't get stage-struck—the men in the audience would probably do a lot worse if they were in your place.

"While it is not against the law for a speaker to put his hands in

New England

provos and performs for advertisers!

THE

Evening Journal MERIDEN

- The Silver City -

Connecticut

The Evening Journal, sold for a generation at three cents a copy, has a warm place in the hearts of Meriden's men and women.

The Workers Have High Per Capita Earnings

Meriden is a city of workers, men and women, who are at the bench or counter at an early hour of the morning. This makes it essentially an evening paper field. After the day's work, and then only, have they the leisure to read and digest the news and advertisements of the day. This truth is shown by two facts:

- 1. The Journal is read by nearly everyone able to read in Meriden. It is known as "The Home Paper" because it goes into nearly every home in Meriden.
- The Journal makes the most sales for all advertisers in the local field, likewise for all national advertisers with distribution in Meriden.

The Journal's Circulation is concentrated in Meriden and, like gunpowder, circulation has the greatest force when confined.

A trial campaign in the Evening Journal will Prove what is said, and it will Perferm for the advertiser.

The Julius Mathems Special Agency Boston—New York—Chicago bas The well

SPRINGFIELD UNION

Springfield, Massachusetts

Morning Evening Sunday

CIRCULATION

THE UNION carries your message to the homes which make up the enormous buying-power of Springfield's trading area.

COOPERATION

THE UNION'S Cooperative Service Department links up the local channels of distribution directly to your advertising campaign.

RESULTS

THE UNION'S supremacy as a Home Newspaper and the efficiency of its Cooperative Merchandising Service insure maximum results for advertisers.

Let us help you develop your Springfield Market. For details write

The Springfield Union

Springfield, Mass.

Cooperative Service Department.

Foreign Representatives J. P. McKINNEY & SON, 334 Fifth Avenue, New York, 122 So. Michigan Avenue, Chicago.

New England

Julius Mathews, 1 Beacon Street, Boston

his pockets, try to avoid it if possible. Assume as nearly a good

debating posture as possible.
"Don't go on the platform expecting all your slides and charts if you haven't first checked up on them to see where they are, and if they are in order. You must assume responsibility for these things."

While all these rules may seem to make a meeting somewhat mechanical, this particular firm has found that in handling a big convention they accelerate things and prevent the sessions from degenerating into profitless discussions. "Make it a point to start your session right on the dot," speakers are told as a final warning." "When introduced by the ing: chairman each speaker should be alert on his feet, ready to start."

Old Man Specific Wanted in Export Field

I N view of the wide appeal of the article entitled "Old Man Specific," which appeared in the February 13 issue of PRINTERS' INK, the following, from the New York Commercial, will be of interest:

"Considerable interest has been aroused in Washington concerning the value of the term 'Old Man Specific.' This point is one which officials are pointing out as a serious handicap to the building of a lasting and increased foreign trade:

The statement comes from men of long years' experience in matters pertaining to foreign trade, according to the Washington office of the American Manufacturers' Export Association, that the colossal amount of general information which is in circulation today is serving as a barrage for the real, definite and relevant facts which merit the place held by the more general line of in-formation.

"The present time, it is pointed out, is one in which the golden

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ted den Authorities agree on one basic, portentous fact-

That Reconstruction work finds its most fertile field among those who are most successfully solving Reconstruction problems of their own.

Bridgeport is pushing Reconstruction work rapidly—

Its factories are rapidly adjusting their organizations to pre-War levels—

And with Bridgeport pre-War level means definite and assured prosperity, and a diversity of manufacturing that is the solid bed-rock of industrial success.

If your Reconstruction message is worth while, you cannot overlook the advantage of placing it in the most favorable way before a quarter of a million busy people of the Bridgeport district—

They're here—they're prosperous—they're daily buyers of advertised goods—

And you can get their attention by using-

THE BRIDGEPORT POST AND STANDARD-TELEGRAM BRIDGEPORT SUNDAY POST

The Julius Mathews Special Agency-Boston-New York-Chicago

Financial Institutions

are familiar with the fact that the Boston News Bureau holds a unique position in financial journalism.

The Boston News Bureau maintains a news gathering organization covering two continents, and a statistical organization capable of correct and instant interpretation of any financial happening.

Its advertising columns are open only to highclass advertising.

The Advertising Agency Department of the

BOSTON NEWS BUREAU

is backed by this organization and equipped with every requisite for the proper handling of advertising.

It offers to financial advertisers a service which no other organization attempts to equal.

The value of this service to financial advertisers is demonstrated by the fact that the Advertising Agency Department of the Boston News Bureau

Places More Than 90% of the Financial Advertising in New England

30 KILBY STREET

Boston, Mass.

pportuni anufact creased realize sys in man count ility to the on cessary ass of ccessfu ts abro Steps stimula nd man ade, an ecific re more The cl ch imp aling w source at unle tlined t ill be of ecific va "It is ! xport pr hich nee he gene rade is a ermit of

The dimportant eccessity Washington realized

Runabou

A runaboussenger he for d'Announced to tan avertour, and 1,250. To ten placed make lan intended

. N. M

Carlyle Noday's House recent C., Time sing for the Baltimo

pportunity is offered for every anufacturer to realize a greatly creased trade if he ever hopes

realize it.

A systematic effort is under ay in Washington to acquaint manufacturing interests of e country with the fact that the bility to ask intelligent questions the one and only qualification cessary to place them in the ass of manufacturers who are ccessfully marketing their prodts abroad.

"Steps have already been taken stimulate the interest of the innd manufacturers in the export ade, and it may be stated that ecific results are already becomg more and more evident.

The chief reason why it is of uch importance to be specific in caling with Washington is that e sources of information in this ty are so varied and numerous at unless a specific problem is tlined the result to be obtained ill be of a general rather than a

ecific value.
"It is the 'brass tacks' of the sport problems, says one official, hich need extended propagation. he general subject of foreign rade is altogether too detailed to ermit of intelligent discussion by

orrespondence.

"The details, however, are so mportant that it is of the utmost ecessity that if the full value of Vashington's information is to e realized 'Old Man Specific' nust function.

Runabout Airplane to Sell at \$1,250

A runabout airplane to carry a single usenger has been designed by Capt. For d'Annursio. The machine is guarated to fly two and a half hours an average speed of fifty miles an ur, and the price is announced as 1,250. Twelve orders have already ten placed. The airplane will be able make landings in country roads and intended for business trips.

N. Montanye With Balti-

more "Sun"
Carlyle N. Montanye, formerly with oday's Housewife and Collier's, and were recently with the Washington, b.C., Times, is now solicitor of adversing for the photogravure section of the Baltimore Sun.

New England proves and profits advertisers!

When You Check Up

your Sales from Advertising in the North Adams (Mass.) Transcript, be sure you include in the territory covered

> . 23,000 North Adams . Adams 14,000 Williamstown Shelburne Falls 3,000 Total Population . 44,000

Besides many smaller communities in Massachusetts. Vermont and New York State.

NEARLY FIFTY PER CENT GAIN

in the net paid circulation of the North Adams Transcript is recorded by the Audit Bureau of Circulations from 1915 to 1919, the average for the first quarter of 1919 as reported to the Bureau being

7,778

For which circulation a Five Hundred Inch Campaign will cost you Only One Hundred and Five Dollars.

NORTH ADAMS MASSACHUSETTS TRANSCRIPT

Member A. N. P. A.

The Julius Mathews Special Age Boston — New York — Chic

New England

proves and performs for advertisers!

MANCHESTER New Hampshire

This City is one of the greatest manufacturing centers of New England and is the business center of this State, which is dotted with industrial cities and towns. Here in MANCHESTER are located The Amoskeag Mills, the largest cotton and woolen mill in the world with over 15,000 operators. Here also is the McElwain Shoe Plant, said to have the largest production of good grade of men's shoes of any plant in the world. They employ 8,000 hands. There are other shoe manufacturing plants here and millions of good shoes are made annually.

Here in Manchester is made the largest-selling 10c brand of cigars. The workers of Manchester receive so much money weekly that business is always good!

The Manchester Union and Leader

25,554

April 1, 1919, P. O.

"Circulates everywhere under the Sun in New Hampshire!"

Of course it dominates in Manchester as it has Five Times as much circulation as any other Manchester paper. The circulation is equal to all New Hampshire dailies published outside of Manchester.

The Julius Mathews Special Agency Soston New York Chicago

Trade-Mark Status of Advertisin Booklet

Assistant Commissioner of Paten Clay Holds That Such Boo May Have Literary Merit b Are Not Articles of Tra Within the Meaning of the Statutes

QUESTION of the trade-ma status of an advertising boolet was involved in a case the has recently occupied the atte tion of the tribunals at the U. Patent Office. The particular sue here involved was account not to have been so clear drawn in any previous proceed ing at the Governmental registration bureau. Emphasis which has claimed attention in the relating to house-organs which has claimed attention in the quarter in the past and the finings with respect to which has been duly reported in PRINTE INK.*

The Commercial Liquidati Company, through an attorn in St. Louis, sought registraticat the Patent Office of a pictor device as a trade-mark for goo which the applicant designated "an advertising booklet or multal," but the pretensions which a specialist at the Trad Mark Division significantly a praised to PRINTERS' INK as "Ite more than a folder." Los to take the Trade-Mark Examiner's "No" for an answer, tadvertier sought a rehearing the case and finally appealed the Commissioner of Patents.

Justifying his rejection of advertising booklet as somethiless than the "article of comerce" that would support trade-mark, the Trade-Mark E aminer said: "Inspection of a plicant's publication shows that is purely of an advertising ture as distinguished from publication the subject matter which is of more or less gene

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^{*} Issue of Dec. 16, 1915.

Know the Tremendous Pulling Power of Evening Advertising

THE "GAZETTE"

Worcester, Mass.

Advertising Comparisons of Worcester Dailies for first THREE Months of 1919.

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TOTAL Advertising (This includes everything from the smallest classified ad. to the largest Dept. Store copy)

"Gazette" LEADS the Morning Daily 86,408 lines
" " Evening " 545,668 "

DISPLAY Advertising
(This includes both Local and Foreign—Display only).

"Gazette" LEADS the Morning Daily 184,492 lines
" " Evening " 411,236 "

FOREIGN Advertising

"Gazette" LEADS the Morning Daily 123,466 lines
" " Evening " 250,404 "

NOTE — The "GAZETTE" carried MORE Foreign Advertising in January, February and March than the Daily Telegram (Morning) and The Post (Evening) COMBINED.

These comparisons are for Worcester week-day papers. Gazette has no Sunday.

The "Gazette" is the Choice of National Advertisers
The "Gazette" is the Choice of Local Advertisers

Largest Evening Circulation of any Newspaper in Central Massachusetts

The Julius Mathems Special Agency Boston-New York-Chicago

New England
proves and performs for advertisers!

New Haven
The Evening Register

Leads all daily papers in Foreign, Local and Classified advertising.

Circulation over

26,000

copies a night, nearly double its next nearest competitor

The Julius Mathews Special Agency Boston New York Chicago

New England proves and performs for advertisers!

Investigation Will Prove

the value of this City and this Newspaper in any advertising campaign.

More than 150,000 Industrious, Well Paid, Contented People are in the territory served by the newspaper.

It is the only 2 cent paper in the city, has carrier delivery service directly into the homes.

It has character and influence.

If your product is sold in New England, it can be profitably advertised in

The Courier-Citizen

General Representatives:

BRYANT, GRIFFITH & BRUNSON

New York Boston Chicago

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language rejection let with mark re periodica interest. It seems to the Examiner that there is little if any difference between the applicant's use of its alleged trade-mark in connection with advertising matter and use of an alleged trade-mark by a department store, for example, in connection with its full page advertisement in any of the daily or Sunday papers."

The Examiner went on to say that the character of the goods presented by the Commercial Liquidation Company seemed to him to be clearly distinguishable from those that were involved in the case decided some years ago in favor of the Curtis Publishing Company and which has served ever since as a precedent to warrant the acceptance for registration of publications of the house-organ type.

ASSISTANT COMMISSIONER CLAY'S DECISION

When the current case was appealed to the office of the Commissioner of Patents, Assistant Commissioner Clay was delegated to review the findings at the Trade-Mark Division and he sustained the Examiner of Trade-Marks in an opinion that will probably be extensively referred to in similar cases in future. The deduction was that while the advertising booklets sought to be trade-marked "may have literary merit" as claimed, they are not articles of trade within the meaning of the trade-mark statutes. "They are neither sold nor resold," said the reviewing authority in justification of the discrimination against trade literature.

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Pursuing the argument, Assistant Commissioner Clay said, "The applicant is merely advertising its business. It puts out the book not because the recipient wants it, but because the sender wants him to have it. This is not trade." The opinions just handed down at the Patent Office are admittedly couched in language intended to square the rejection of the advertising booklet with the admission to trademark registration of magazines, periodicals, etc.

New England
proves and performs for advertisers!

LYNN ITEM

One of New England's greatest manufacturing cities. The shoe workers are among the best paid of the skilled workers in the country. Business in Lynn is humming!

Post Office Statement for April first, 1919, was

15,121 Net Paid

THE ITEM

Dominates AND JUSTLY in Lynn, Mass.

The Julius Mathews Special Agency Boston—New York—Chicago

New England
proves and performs for advertisers!

ATTLEBORO (Mass.) DAILY SUN

The only newspaper published in one of the richest sections of New England.

Average Circulation

4,730

Members of the A. B. C.

The Julius Mathews Special Agency Boston New York Chicago

New England proves and performs for advertisers!

SALEM (Mass.) NEWS

The circulation of the Salem News for 1918 averaged 18,800 copies. The Evening News advanced from 1 to 2c a copy and adopted the non-return sys-tem, and its merits as a newspaper hold this fine circulation.

this fine circulation.

Salem has a population of about 50,000 and there is a shopping population of 150,000, a territory that the News covers, and covers well.

Salem, Boxford, Topafield, Middleton, Peabody, Danvers, Rowley, Ipswich, Hamilton, Wenham, Essex, Manchester, Beverly and Marblehead are served and served well by the News.

served well by the News.

Salem and its suburbs are good market places, and the News is the great advertising medium that moves the

The Julius Mathews Special Agency Boston-New York-Chicago

New England

proves and performs for advertisers!

Northampton (Mass.)

Gazette

The Community in which the Gazette circulates is prosperous and responsive to appeals made to advertisers. This city is the seat of well-known educational institutions, including Smith College. An important manufacturing center for varied industries, employing good grade of skilled labor and good wages.

The "Gazette" is an able local daily—a most efficient advertising medium.

The "Gazette" offers the best medium by which advertisers can reach the people of Northampton and its rich suburban territory.

The Julius Mathews Special Agency Boston—New York—Chicago

Educational Advertising of Indianapolis' Dentists

Enter upon a Twenty-six Weeks' Campaign in Newspapers to Enlighten Public on Care of Teeth -Combat a Spirit of Indifference -Hope to Restore City Clinic Recently Discontinued

TWO years ago at the convention of the National Dental Association in New York, H. C. McKittrick, D.D.S., of Indianapolis, boldly declared his belief that the association must advertise in paid space to apprize the public of its dental needs. The public of its dental needs. idea came to the convention as a distinct shock. Dr. McKittrick was followed by Dr. C. O. Simpson of St. Louis who hit hard at them by saying, "Call it dental publicity, ethical advertising, or if you are temperamental and these terms shock your prudish senti-ments, call it educational propa-ganda; but get it where the 'prop' is most needed-in the mouths which are unwashed."

For two years the leaven has worked in Indianapolis. Dr. Mc-Kittrick, Dr. Glen Pell, another Indianapolis dentist who has seen the publicity light, and newspaper advertising men have now succeeded in starting a twenty-six weeks' campaign. Every Satur-day in two columns running the full depth of the page, appears a Dental Talk. The talks are un-signed. The authority back of them is unmentioned. The only them is unmentioned. line appearing in the first five of these talks covering this point has been one which read: "these articles will be prepared by some of the best educated men in the dental profession in Indianapolis.

Back of the unsigned character of this advertising is an interesting action. Some of the more ethical dentists objected to the copy being put out even as by the Indianapolis Dental Society, and they won. Furthermore, though unsigned, the financial support is not unanimous. Each advertise-

ment "Den subhe ular run. in sty them 'Nev This adver have lar," Denta "Mou

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"In t "the de its pro public ment bears the general heading, "Dental Talks," followed by a subheading indicating the particular character of the talk being run. The typography is uniform in style and the slogan that links them all by a running theme is "Never Let Your Teeth Ache." This was the subject of the first advertisement. Others to date have been "The Sixth Year Molar," "Some Reasons for a Free Dental Clinic," "Pyorrhea" and "Mouth Hygiene."

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For some years the Indian-apolis Dental Society has conducted a free clinic for the Children's Aid Association and by their influence, a free clinic was established and financed by the city, but it was not re-financed this year. The fact that it was not is doubtless due to the fact that there was no public sentiment demanding it, according to the dentists in touch with the The campaign now situation. running is expected to change that passive attitude.

NEEDED HELP OF ADVERTISING

Along with the free clinic, the society, in conjunction with the Indiana Dental College, had a lecture, illustrated by stereopticon given by one of their number before clubs, societies, schools and other organizations. One such effort that was fruitful of good results was a lecture to newspaper men invited to a dinner.

But with all of this effort, along strictly ethical lines, it was evident to the open minds, that the public was not being reached effectively or persistently enough to create any weight of public opinion likely to lead to corrective

measures of value.

Another hope of the ethical group is that by this campaign, which it is believed is but the fore-runner of others elsewhere, there will in time arise a sentiment making impossible quack practice

of dentistry.

"In time," said Dr. McKittrick,

"the dental profession may assume
its proper position of active adviser and alert custodian of the
public health."

New England

CLINTON (Mass.) ITEM

Only daily newspaper in one of the most prosperous cities in Central Massachusetts.

The Lancaster Mills, manufacturers of ginghams, employs about 2,500; Bigelow-Hartford Company, carpets, about 1,000; Clinton Wire Cloth Company, 1,000; The Earnadale Worsted Company, woolens, 100; The Belle Vue Mills, woolens goods, 100; The Clinton Foundry Company, castings, about 50 men; Gibbs Loom Harness & Reed Company, about 100. In eight of the mills the payroll is over \$7,000 a day.

Covers the Territory Completely!

The Julius Mathews Special Agency Boston—New York—Chicago

New England proves and performs for advertisers!

Leominster Enterprise

The only daily in a progressive manufacturing center with a payroll of about \$2,500,000.

LEOMINSTER makes — men's shirts, worsted suitings, woolen yarn, pianos, toys, chamber furniture, wood novelties, children's carriages, reed chairs, cardboards, hair pins, combs, novelties, and paper boxes. These are some of the things made in 36 of her factories.

The ENTERPRISE gives an audience to advertisers of about everybody in Leominster who is able to read. As the city grows, the "Enterprise" grows—and it always gives results to advertisers.

The Julius Mathews Special Agency Boston—New York—Chicago

New England

Fitchburg (Mass.) Sentinel

Fitchburg's Best Daily! Largest Circulation!

The SENTINEL is growing and growing. Not only does the circulation show this but its great volume of advertising, from ADVERTISERS WHO GET RESULTS, also shows it

FITCHBURG has about 45,000 population and the shopping zone has about 65,000 people. It is one of the large Railroad Centers of New England. It is celebrated for the manufacture of Revolvers, Bicycles, Saws, Machine Knives, Machine Tools, Paper, Screen Plates, Steam Engines, Boilers, Steel Horse Collars, Woolens, Ginghams and Yarns. To reach the workers and the owners of these manufacturing concerns—advertise in the SENTINEL!

The Julius Mathews Special Agency Boston—New York—Chicago

New England proves and performs for advertisers!

Wakefield (Mass.) Daily Item

"Pulls well for all kinds of advertising!"

Wakefield is a manufacturing and residential city. It is "a much awake" city, one of the liveliest of its size in New England. There are 15 important industries whose output is more than \$40,000. Its weekly payroll is more than \$40,000. Reed, willow and rattan furniture making has made the town famous. And we make here pianos, shoes, paper boxes, underwear, sweaters and a host of other things. Population over 13,000, and a trading zone of 35,000. It is worth while to be on the list of every advertising manager with a New England campaign.

The Julius Mathews Special Agency Baston New York Chicago

How Advertising Has Grown in Fifty Years

(Continued from page 46)

We asked our customers to recognize that what they needed was service; that we were in position to supply that service; that we were deserving of confidence to whatever degree might be necessary for us to become sufficiently acquainted with their business to be able to render intelligent service; that we were entitled to payment with a profit, and that a commission added to the net amounts credited to publishers was the fairest basis for our payment and profit.

Our advocacy of this plan elicited the ridicule of other agents, all of whom predicted its early abandonment. But somehow the plan appealed sufficiently to secure a trial and then to insure its continuance. With its advent came the first real service of the advertiser by the agent. Advertising failures became fewer and the general adoption of the plan has been followed by a greatly increased number of magnificent

The real service agency can never be simply an aggregation of business getters or copy writers or geniuses in illustration, or of any other geniuses for that matter. It must be an organisation which is also an organism. It must keep abreast of the times at all times. It must have an executive management able to make and maintain satisfactory business relations with both advertisers and publishers, and equally able to provide efficient and sufficient service in many and entirely variant lines of business.

In beginning, I contrasted very briefly material conditions of today with those of fifty years ago. To anyone who has been an intelligent observer, equally strong contrasts are clearly visible in the field of advertising. In those days the public was at times fairly swept away by some startling appeal to credulity, at

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elimination better which we sions as only does better rebut from semi-publi available

other times perhaps unconsciously swayed by advertising, but to-day the public accepts advertising at its face value, and consciously acts

upon its suggestions.

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In the early days, the advertiser furnished his own copy. Later, copy-writing became a feature of advertising service, but all that was at first expected of a copy-writer was that he should give satisfactory expression to the ideas of the advertiser. Nowadays, the preparation of copy is based on definite knowledge of different situations, and the copy-writer must understand selling and merchandising.

Comparison of the general run of advertising to-day with that of even twenty-five years ago shows notable advance in typography and still greater in illustration. To-day many of the best artists of the country contribute to the prepara-

tion of advertising copy.

The size of the advertisements has kept pace with improvement in matter, and copy which in early days was permitted to run a full month in dailies and even three months in weeklies is now as a rule made new for each insertion, and not infrequently entirely different copy is prepared for different publications.

There are nothing like as many mistakes made in advertising investments to-day as there used to be. Advertising has become a more exact science. In making plans for the expenditure of an advertiser's money, guess-work has been eliminated, due to the fact that a more exact degree of knowledge is brought to bear in the analysis of the advertiser's business, trade and field, and in the manner in which the findings of that analysis are used in constructing an advertising campaign.

Another vital factor in the elimination of uncertainty is the better statistical background which we now have for our decisions as advertising men. Not only does the census bureau keep better records than ever before but from many other public and semi-public sources facts are available which could not have

New England

proves and performs for advertisers!

Augusta (Maine) Journal

The Journal zone—the population of the Kennebec Valley is more than 80,000 people.

11,075

Daily Circulation October, 1918, P.O.

That the "Journal" covers the Kennebec Valley is shown by the above circulation. The "Journal" maintains its own editors, local offices and local distribution in Augusta, and in Hallowell, Gardiner, and Waterville. The Journal goes out on 110 R. F. D. routes on the day of publication.

The Journal is indeed a great buy for advertisers!

The Julius Mathews Special Agency Boston—New York—Chicago

New England

proves and performs for advertisers!

Waterville (Maine) Sentinel

The Only Daily in the City!

Waterville is a manufacturing center with an annual payroll of \$2,000,000. To this may be added the payroll of its suburban towns—Fairfield, Oakland and Winslow—which is about \$500,000

Waterville has many mills—cotton and woolen; iron works, granite and grist mills. Here are made axes, scythes and other farming tools.

Waterville employs more than 6000 hands that receive good wages and who live in good homes and buy good products.

The "Sentinel" is worthy of a buy on every Maine list for advertising, for IT MAKES GOOD to advertisers.

The Julius Mathews Special Agency Boston—New York—Chicago

New England

proves and performs for advertisers!

Bath (Maine) Daily Times

Bath is busy building ships. We have put under the Stars and Stripes within the 12 months 25,000 tons net of merchant shipping and we have also built five big destroyers—the Wickes, Philip, Woolsey, Evans and Buchanan. As many more are under way in the yards of the Bath Iron Works.

Bath is situated on the Imperial Ken-nebec River, which is called the Amer-ican Clyde owing to the mány shipyards along its banks. More than 300 years ago the Virginia, the first ship built in America, was built in Bath.

The "Times" is the only daily in Bath. That it is sharing in the present great activity in its shipyards is shown by the more than fifty per cent increase in circulation.

The Julius Mathews Special Agency -New York - Chicago

New England proves and performs for advertisers!

RUTLAND (Vermont) NEWS

When a space buyer comes into this territory he usually picks the "News" because it is the favorite daily of the "home people" in the city of Rutland.

Rutland's Only **Evening Paper**

The strength of the News is in giving a circulation concentrated in Rutland, and because it gives effective co-operative service—the best it knows how to give.

The Julius Mathems Special Agency Boston—New York—Chicago

been obtained at any price in 1870 or 1880. Furthermore, the individual business house of today keeps records of its own doings and development which are incomparably superior to those of the early days.

CIRCULATION GUESS-WORK LARGELY ELIMINATED

Whereas formerly circulation statements were largely based on guess-work and rates for advertising were matters of bargaining, to-day circulations are exactly stated and their distribution cleardefined, and in the well equipped agency costs are readily calculated with substantial ac-

To-day the purpose to make advertising copy acquaint the readers with the real facts about the article advertised is as clearly manifest as once was the disposi-tion to exaggerate. Disappointment in the articles advertised is therefore comparatively infre-These improved conditions are in no small measure due to the increased interest and appreciation shown by advertisers the consideration of features which are fundamental to the success of advertising.

Whereas years ago big business did little other than trade paper advertising, and many did that merely because of the appearance of the announcements of their competitors in these publications, to-day one not infrequently finds the head of the largest organization in any given line of business giving his particular attention to constructive advertising. point could not perhaps be better illustrated than by reference to the fact that, on the recommendation of its president, The American Sugar Refining Company has within the last few years set aside a great advertising reserve on exactly the same principle that a reserve would be set up for insurance, new buildings, plant extension or depreciation.

When the leading seed house in the world first became our customers away back in the seventies, they thought an annual

approp expend went day th Ferry tions their a multip ing th in the reach the co ment weekly has to advert is, hov the ex ments parent the co of ge

Tha day, p that, culatio in the lated priatio growin that w of \$10 seemed tising R. J. the U. exceed ADVE

This develop not be of the lottery Quick" creasin househ ties. other like n automo and which and Te its beg lustrati ties are value (

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appropriation of \$10,000 a liberal expenditure, and most of this went into county weeklies. day the announcements of D. M. Ferry & Co. appear in publications of widest circulation and their annual expenditure has been multiplied many fold. And saying this reminds me that whereas in the early days the only way to reach country people was through the county weekly, the development of enormously circulated weekly and monthly publications has to a great extent displaced advertising in the local media. It is, however, worthy of notice that the expansion of the announcements of local merchants has apparently more than compensated the county weeklies for the loss of general advertising.

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That advertising, as done today, pays the advertiser is per-haps best evidenced by the fact that, with largely increased circulations and the great increase in the number of largely circulated media, advertising appropriations have kept pace with growing costs of advertising, so that whereas a yearly expenditure of \$100,000 for advertising once seemed large, the monthly advertising bills of concerns like the R. J. Reynolds Tobacco Co. and the U. S. Rubber Co., frequently

exceed that amount.

ADVERTISING FAKES NO LONGER . HAVE AN EASY ROAD

This review of a half century development in advertising would not be complete without mention of the passing of patent medicine, lottery, liquor and "Get-Rich-Quick" advertising and the increasing volume of advertising of household and individual necessiindustrial appliances and other commodities of commerce like machinery, structural steel, automobiles and their accessories and good-will advertising of which the American Telephone and Telegraph publicity has from its beginning been a notable il-lustration. Then too, communities are beginning to recognize the value of advertising, and advertising columns are to-day telling

New England proves and performs for advertisers!

Barre (Vermont) Daily Times

In the territory covered by the BARRE TIMES the population in 1910 was 67,486. On the basis of five persons to a family, the "Times" is averaging approximately one paper to every two families in this field. The "Times" covers the two COUNTIES OF WASHINGTON AND ORANGE and is in reality the county paper of each.

Barre granite, quarried and manufactured in Barre town and city, also furnishes part of the industry of Montpeller, Northfield, Waterbury and Williamstown. The balance of the district covered by the "Times" is rich farming country and is given over largely to agriculture.

Circulation 6,613 copies net paid daily, A. B. C. audit. No solicitors, no premiums, no schemes. A 100 per cent paid in advance list.

Julius Mathews, Representative Boston-New York-Chicago

New England proves and performs for advertisers L

St. Albans (Vermont)

Messenger

The Messenger covers not only St. Albans but twenty-one towns that surround it.

The Messenger has the Associated Press, well-trained reporters and all the features of a big city daily. It has correspondents in all towns in northern Vermont and it is a paper that will yield much profit to advertisers.

The "Messenger" is "Northern Verment's Premier Daily"

The Julius Mathews Special Agency Boston—New York—Chicago

New England proves and performs for advertisers!

LEWISTON SUN

Daily Circulation, 9,216 October, 1918, P. O.

When one talks of Lewiston he of course means to include Auburn, as both are practically one community. Each is on a bank of the Androscoggin River, and combined have a population of 48 000. River, and of 48,000.

Here are extensive cotton and woolen manufactures, where life goes along like a great song. Here in Auburn are shoe factories that do an extensive business. The annual payroll is close to

Six Million Dollars!

The "Bun" runs more exclusive local accounts than any other Lewiston daily. The "Bun" because it makes good to advertisers. The "Bun" on he delivered on all the R. F. D. routes in its territory the day of publication and of course has the largest circulation on these R. F. D. routes. In Lewiston and Auburn and within 36 miles of these cities, the "Bun" gives the greatest advertising values.

The Julius Mathews Special Agency Boston—New York—Chicago

New England

proves and performs for advertisers!

Bangor Commercial

"Maine's Best Paper" 17,000

Net P. O., October, 1918

Largest circulation in the City of Bangor (Population 26,660) and the Largest Circulation in Bangor's imme-diate trading district, which has a pop-ulation of 75,000.

The Weekly Commercial Farmer and Villager

with its hundreds of local correspondents in the towns and villages of this great agricultural territory, has over 20,000 net paid circulation in this sec-

Combined circulation of the Daily and Weekly "Commercial" is the largest Circulation of any Daily and Weekly in Maine

The Julius Mathews Special Agency Boston New York Chicago

us of what the coffee growers and dealers, the macaroni manufacturers, the paint manufacturers and other similar classes are doing and purposing to do.

In the early days and for many years no one thought of advertising except to promote the interest of the merchant or manufacturer. In these later years there has, however, come what seems almost marvelous recognition of advertising as a social force. We have learned that advertising can do much more and bigger things than merely to sell goods. Today advertising educates people regarding political situations, industrial crises, social development. Can you conceive a more remarkable demonstration than has been the war use of advertising to sell Liberty Loans, to create favorable opinion toward America, to develop our own morale, to undermine the morale of our enemies?

These more recent uses of advertising clearly point the way toward the field of its greater future usefulness in the extension of good-will advertising for private commercial business as well as for the more efficient service of the community at large and the country as a whole.

Two Accounts Secured by Norris-Patterson

Norris-Patterson, Limited, advertising agency, Toronto, has secured the advertising of Hyalop Bros., Limited, of Toronto, for Cadillac cars and accessories and Hyalop bicycles. Another account secured by this agency is the Turnbull Elevator Company, also of Toronto. Gordon L. Lemon has joined the copy staff of Norris-Patterson. He was formerly with the Hamilton Advertisers' Agency and Advertising Service, Limited.

Chicago Labor Party to Operate Stores

A co-operative store in every ward in Chicago is promised by the new Chicago labor party, as quickly as it is possible to get things organized. Supplies will come direct from the farms of North Dakota through the agency of the Non-partisan League. Ward headquarters will be established jointly with each community store and all affairs directed from that point.

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Would Change Canada's Copyright Law

A bill recently introduced in the Can-adian Parliament would serve to change the provisions of the copyright law, the provisions of the copyright law, which now requires régistration before copyright. If the bill becomes law, the right "subsits in every original literary, dramatic, musical and artistic work." It becomes an automatic right, subject only to conditions of citizenship, etc. There is to be an optional registration as a simple method of proof, but such registration is not necessary.

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tration is not necessary. Whatever is copyrightable in news

Whatever is copyrightable in newspa-pers becomes protected automatically. If registration is desired, the whole pa-per, and not merely individual articles, can be registered. Moreover, one regis-tration will serve to copyright all sub-sequent issues.

Provision is made for the rights of staff contributors to newspapers as well as for the owner of the paper. If the writer of a story or article is in the cumployment of another, and the work is done in the course of his employment, the employer, in the absence of any done in the course of his employment, the employer, in the absence of any agreement to the contrary, shall be the first owner of the copyright, but, again in the absence of any agreement to the contrary, there shall be reserved to the writer himself the power to restrain other publication. Book rights, for example, will be reserved to the original writer.

There is to be no infringement of copyright if a newspaper publishes a report of a political address delivered at a public meeting. Lectures, however, can be copyrighted by notice, and made immune from report, but a newspaper can give a summary of the lecture. All these provisions follow the lead of the British Act.

Switzerland Wants Posters

Agents and merchants handling products in this consular district are anxious to the state of the country of the goods. The reading matter on the posters about the root in the reading matter on the posters abould be in Italian, preferably, otherwise in French or English, and should make clear that the United States is the country of origin of the goods. The local agents handling of the goods. The local agents handling the import business of the Swiss cigar manufacturers that are using American tobacco are especially interested in receiving large, showy posters advertising the leaf tobacco for distribution among the various factories and tobacco shops. The posters should come in rolls and be suitable for show windows and walls.—Vice-Consul H. Merle Cochran, Lugano, Switzerland, in "Commerce Reports."

Charles Miller With Everton Engraving Co.

Charles Miller, with the advertising department of the Detroit Free Press for eleven years, has joined the selling staff of the Everton Engraving Company of that city.

New England

proves and performs for advertisers!

Montpelier

(Vermont)

Argus

The only daily in Montpelier, the capital city of Vermont. Here are manufacturing industries, extensive quarrying whose workers are unusually well paid, and a prosperous farming community, all of which contribute greatly to making advertising in Montpelier pay the advertiser.

The Julius Mathews Special Agency Boston New York Chicago



PREPARE NOW

To greet your customers this Christmas with a cheerful expression of appreciation and thanks. Like a personal call, a mile and a handshaks, it will bring and hold them closer to you. It will increase their Good Will towards you, the best asset in your business, an important factor in the good investment—incidentially a very inexpensive one; it will osst you but a few cents.

Send Now for Samples Let us send you a box of samples at our expense and without obligation to enable you to select at your leisure a beautiful eard that will express your Glood Will.

Salesmen Wanted
To earry these Good Will cards as a
side line. Write as where you travel,
what you carry, and give reference
for our liberal proposition—it means
extra profits for you.

The Davis-Smith Compa 532 Atlantic Ave., Boston, Mass.

RINTERS' INK

YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 185 Madison Avenue, New York City. Telephone 1945-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWERNCE. General Manager, J. M. HOPKINS. The ad-dress of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, Kirk Taylor, Manager. Telephone, Harrison 1706-1707. New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Gso. M. Kohn, Manager. St. Louis Office: Post Dispatch Building, A. D. McKinney, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager. Paris Office: 31bis Faubourg Montmartre, JAAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates; Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor LYNN G. WRIGHT, Managing Editor R. W. PALMER, News Editor

John Allen Murphy Roy Dickinson
Frederick C. Kendall Burnham McLeary Chicago: G. A. Nichols London: Thomas Russell

NEW YORK, APRIL 10, 1919

The story of the Paid work done by Advertising American adver-Proves Best tisers in winning **Propaganda** the good will of neutral countries, told for the first time in PRINTERS' INK last week, has an interesting suggestion for

all manufacturers. That mysterious word "propa-ganda" so well advertised during the war, if successful when taken apart and examined, is found to be no more than a well conceived, carefully followed up advertising and sales campaign. The old style press agent methods hold for awhile, but they are unable to stand the competition of out in the open, above board, American advertising methods.

Money invested in the same forms of good advertising which win home markets, carries over the spirit and ideals of a country far better than lobbies, publicity stories, and the old line, dark-room methods. America has won a high place for herself in the minds and hearts of peoples over-

The goods sent out from America, in order to win the same esteem, must have built-in, the same qualities which won good-will for the country of their manufacture. Wrong packing, inferior products, "seconds," lack of knowledge of the market, overselling, all these will undo the big good-will asset now awaiting the advent of our merchandise.

A knowledge of the buying habits of other peoples, good merchandise, backed by intelligent, frank advertising and sales methods, will give America a flying start in the world markets.

American manufacturers undoubtedly profit by the lesson of our country's successful foreign advertising and adopt the modern methods which won, rather than the old-style methods which failed. The results obtained by advertisers in co-operation for winning foreign good-will is also a suggestion for the future. Why don't the export advertisers get together on a great co-operative advertising campaign to sell in foreign markets goods and methods which will measure up to a standard worthy of the hall-mark "Made in America"?

Advertising to Manufacturers of washing machines the "Reand other houseturned Bus- hold labor-saving iness Woman' devices are findfield in advertising their products to the hundreds of thousands of women who are now returning to their domestic activities after having held "men's jobs" during the war.

Here is an interesting example of an industry looking ahead far enough to see its opportunity and then rising to that opportunity in

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a workmanlike manner. The situation in the household utilities is remarkable in that the demand is being increased through natural causes just as much as it

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was before the war.
The United States Department of Labor says that about two million women were employed on factory war work. This was in addition to the big number working in the less essential industries. The resulting acute shortage of domestic helpers brought about the sudden and overwhelming demand for household conveniences that manufacturers wrestled with during 1918. This demand came from women who were forced to do their own housework,

With the release of women from war labor household servants are not now so few and far between. Manufacturers say they would not be surprised to see a gradual letting down of demand from this quarter, now that women can hire their work done.

But there will come an insistent call for household conveniences from another quarter, and an intelligent advertising appeal directed now in that direction would be decidedly advantageous The many thouand resultful. sands of women who, through necessity or inclination, left their homes temporarily during the war to engage in factory, store or office work have learned a wonderful lesson about system and its power in increasing one's working capacity and conserving one's energies.

A woman who was obliged to go to work in an office to help support her family while her husband went away to war, says she will be a better housekeeper forever after, as a result of coming in contact with the office filing system. Here was an orderly, usable arrangement which showed her in a concrete way the huge benefit of saving time and energy. What she learned in the business world was a revelation. knows now why some business . men can accomplish so much with so comparatively little fuss and

A leading washing machine maker is planning an advertising campaign to the "returned busicampaign to the "returned busi-ness woman." He more than likely is right in his belief that it will be one of the most resultful selling efforts of his business career

Women, as a result of wartime lessons and experiences, are going to have better household machinery. There is a big field here for educational work on the part of the manufacturer. will find the war-time business woman is a truly receptive pros-

Advertising Even though a manufacturer may to Prevent not be directly Fanaticism responsible as to how his goods are used after they reach the hands of the consumer. he should nevertheless do what he can to prevent their misuse. In the long run the mischievous abuse of a product reacts against the manufacturer of it. The reaction may be slight, at times scarcely noticeable, but it is there just the same. If the buyer of an article uses it improperly, the seller cannot escape having to pay eventually in some degree for that misuse.

The brewing and distilling industry is a pat illustration of the working of this principle. years people have warned that unless the saloons were regulated and the misuse of liquor stopped, that a day of reckoning would come which might wipe out the industry itself. Few persons objected to the use of alcoholic drinks. It was their abuse that caused all the trouble and which finally brought such opposition from the public that a national prohibition bill was passed. It is reasonable to suppose that if years ago liquor interests had set out to clean up the saloon and to prevent the abuse of their products, they would not to-day be facing a debacle.

The public is patient. It will tolerate an abuse for a long time, but if its rights are flagrantly and persistently violated, it will sooner or later be heard from in no un-

certain terms. The railroads found this out. It is generally admitted that the popular antagonism which existed toward them ten or fifteen years ago was due to their long continued "public-be-damned"

policy.

When popular opposition to a product or a service is developing, the way to stop it is to remove the cause of it. Often this cause may be nothing more than the gross abuse of the product on the part of a few of its users. That is undoubtedly the cause of the incipient movement which is now on foot to depose King Tobacco. Surely under ordinary circumstances, there is nothing about the use of tobacco that the public should object to, but unfortunately a few smokers are so selfish in their indulgence of the pleasure that they are creating some public People opposition to the habit. do not object to tobacco, but they do object to the bad manners of These are some tobacco users. the fellows that are hurting the industry. On this point, the editor of Tobacco recently declared:

The smoker who recklessly tosses a lighted cigar-butt or cigarette-stub into a place where it might cause a fire, the untidy chewer who bespatters a floor with saliva and tobacco-juice, fellows of that sort, however unwittingly, are constant stimulators of anti-tobacco agitation.

agitation.

The man who defiantly smokes in places where smoking is forbidden, the smoker who is utterly rude, a person showing entire disregard for the feelings of others, may help opposition to tobacco; an ill-judged action of a user of the weed could be more injurious than any speech reiterating the antipathies of an "anti."

That is it exactly! The manufacturer must try to control the use of his product in the hands The autoof the reckless user. mobile driver who carelessly runs down pedestrians hurts the motor car industry. The unmusical per-son who runs a player-piano at continuous fortissimo without attempt to vary the expression excites some grievance against the whole player business. Parallel incidents by the score could be easily cited. These may seem like trifling things, but they have a way of mounting up until they

bulk large enough to inspire some fanatic to take the stump to fan up any small flame of popular opposition that may be flickering.

How the manufacturer can prevent the abuse of his product is, of course, a big question. One thing he can do, though, is to educate customers in the correct use of the article. Advertising copy can often do this. It is not far-fetched to say that advertising can teach politeness and consideration to the fellow who selfishly pursues his habits at the expense of his neighbors.

Chamber of Commerce Meeting to Be Held in St. Louis

The seventh annual meeting of the Chamber of Commerce of the United States will be held in St. Louis April 29-May 1.

Questions of unusual importance have been submitted by various members for consideration.

onsideration.

The Merchants Association of New York requests that the Federal Trade Commission return to its earlier status as an agency of guidance and accommodation, and discontinue its present punitive

The Philadelphia Board of Trade re-quests that, provision should be made for the Government to pay interest on payments that are overdue on Govern-

ment contracts.

The Providence Chamber of Commerce submits a resolution opposing Govern-ment operation of the telephone system, and particularly the recent long-distance rate increases incident to Government control.

The Association of Commerce of Madison, Wisconsin, recommends the mobilization of both industrial and agricultural resources, for the purpose of increasing

production.

The Associated General Contractors of America ask that a plan to establish sound industrial relations between management and labor be prepared.

The Philadelphia Bourse recommends that we have a Merchant Marine under the United States flag, privately owned, and that it be enabled to compete with foreign powers.

A second proposal is that the Gov-

A second proposal is that the Government provide for improvement of the existing facilities of transportation, especially upon the inland waterways.

Van Horn Representing Danish Papers

H. E. Van Horn, New York, has been appointed representative of the Danish newspapers *Polisiken*, morning, and *Ekstrabioskes*, evening, of Copen-hagen. Mr. Van Horn was formerly with I. A. Klein, a New York repre-sentative.

NO see ples

By s

Wanted A Sales Manager

ONE of the largest and best-known Food Product Concerns in the United States needs a sales manager. A man about 35 or 40, familiar with the selling methods of Brokers and Wholesalers, with a successful record in Sales Management, either as Chief or Assistant. Must be good re-organizer, who knows how to select and train salesmen, and get results.

Your letter will be received and opened by an Official of the Company, and will be held in strictest confidence. So please give complete details of your business experience telling exactly what you have accomplished. State age and salary desired. This position will offer more than a salary, but the man we want is now earning not less than \$10,000.

This is a big position and calls for a man of big calibre—only an aggressive clean-cut big business man can fill the bill.

Address

E. B. C.
P. O. Box 179
City Hall Station, New York City

NOTE:

The man we want and need will probably NOT see this advertisement. If you know THE MAN please cut this advertisement out and send it to him. By so doing, you will confer a favor upon us AND ALSO UPON HIM.

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Advertising or Production Managership

desired by sales and advertising executive of large art studio.

Essentials of desired position are

- 1-Opportunity
- 2-Environment
- 3-Salary

Young married man who has successfully handled similar positions during past eight years will produce big results for you if the opportunity is

Write or call Kirk Taylor, Personal Western Manager, Printers' Ink 833 People's Gas Bldg, Chicogo

who will put you in touch with him

Rate Book Canadlan Advertising Mediums

Correct 1919 adv. rates, closing dates, col. size, detailed circulation figures, all Canadian mediums, with 200 pages marketing data in LYDIATT'S BOOK (not an agency directory). Postpaid \$3 from

W. A. LYDIATT, Publisher 53 Yonge St., Toronto, Can.



Charity in Garb of Advertising Will Not Down

"West Coast Luneerman"
SEATTLE, Washington, March 24, 1919.
Editor of Printers' Ine:

Is it not about time for someone to enter a protest against the method be-ing employed so frequently these days of soliciting funds under the guise of advertising

of soliciting runds under the guise of advertising?

Within the past three months a score or more mushroom publications have been soliciting charity advertising in the Northwest. Most of this advertising is solicited by a soldier in uniform.

The legitimate advertiser, particularly the advertiser who spends a limited sum of money, has been so persecuted within the last few months that the very word "advertising" is becoming synonymous with particite persecution.

I know of one concern whose directors recently met and instructed their advertising man to do no advertising for ninety days so he would be armed with an excuse to turn down these pests. Sweet charity has its place in the world, but advertising is being placed in a very unfortunate position by being the sheep's clothing beneath which so many questionable charity schemes are being encouraged.

many questionable charity schemes are being encouraged.

Of course these small matters have little influence upon the larger national advertisers, but the trade papers and many of the newspapers are being forced to bear burdens which seem unreasonable

to bear burdens which seem unreasonance and ridiculous.

If an organization is entitled to charity, it would be far better for a concern to contribute \$100 to charity rather than to contribute the \$100 to a publication, when that \$100 is to be divided up, fifty per cent to the solicitor and thirty per cent for the cost of the production of the publication.

publication.

The man who gives \$100 to such a scheme is really contributing but \$20 to the charity in which he is interested, and his \$80 goes to the schemers, most frequently a combination composed of an ambitious printing concern and a solicitor who is out of a job.

W. W. WOODBRIDGE,

Advantages, Manager,

Advertising Manager.

Essenkay Newspaper Campaign May Expand

The Essenkay Products Company, of Chicago, is taking page space in metropolitan newspapers designed for deduble purpose of obtaining more distributors for its tire filler and to sell the automobile driver upon the advantages of this substitute for inner tubes. It is expected that the campaign which started in Chicago in an intensive way will broaden out rapidly. Later there will be a straightaway consumer campaign.

Paign.

S. Bloom has been appointed director of advertising. He has been in the army for the last twelve months, stationed at Camp Punston. Before entering the service he was engaged in advertising and merchandising work both in this country and Australia.

Your Doors to ins decale tising, and w HER:

VH. the usual

A NEW FIELD OF PUBLICITY



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ACE" Window and Door Emblems

Your ad up to stay where it can be seen on the inside of Windows or Doors—in colors, any shape or size—adhesive on face—anybody can apply to inside of glass—lasts indefinitely—economical in cost—much cheaper than decalcomania or other transparent signs—especially good for Dealers' Advertising, or Auto Windshield Publicity. Write us what you wish to advertise, and we will submit a design, FREE.

HERSCHMAN & CARDY, 167 West Monroe Street, CHICAGO

STONE'S POSTER CALENDARS

Made up to a Standard-Not down to a Price.

STONE'S POSTER CHLENDARS

Are placed up on the Wall-Not down in the Waste Basket.

STONE'S POSTER CHLENDARS

Are creditable Representatives and economical Investments.

SOLD DIRECT TO THE CUSTOMER

THE STONE PRINTING & MPG. CO, ROMNOKE, VA.

Write on your Business Stationery for our free Booklet "P"

WHEN ADVERTISING IN CANADA Have Your Plates RAPID ELECTROTYPE CO. of Canada Made by The

Send patterns to our Detroit office, 700 Marquette Bidg. Our messenger will take them to Windsor, Out., and pay the duty at the Canadian Customs office, thereby avoiding the usual delay of from 24 to 48 hours. Send your orders to our Windsor plant and plates will be made and shipped from there, saving the duty on each shipment.

CANADIAN ADVERTISING FOR

SMITH, DENNE & MOORE

TORONTO

MONTREAL

Get 55% More Consumption Capacity Out of Every Advertisement

The average number to a family in the United States, according to the 1910 Census, was 4.5 persons.

A Quarter Million Homes With Seven Persons to Each Home

Extension Magazine averages 7 persons to a family. Therefore, in using Extension Magazine you are reaching a 55% greater consumption capacity than through using any other publication.

The reason for the greater number of persons to every Extension family is easily accounted for through the attitude taken by the Catholic Church toward race suicide and divorce.

Extension families eat more food, wear more clothes, build larger homes, use more furniture, buy larger automobiles because there are more persons to every Extension family than to other families.

Some of the country's largest advertisers are taking advantage of this necessarily increased buying power by using Extension Magazine reaching the cream of the 17,416,303 Catholics in the United States.

EXTENSION MAGAZINE

Rate \$1.00 per Agate Line

General Offices: 223 W. Jackson Boulevard, Chicago, Ill.

Eastern Offices:
LEE & WILLIAMSON, 381 Fourth Ave., New York City

VOLU

Review World' Harper Atlanti Scribne Centur St. Nic Munsey Bookma

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America

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VOLUM

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People's Mother's Needleers Today's 1

People's

APRIL MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR APPIL

(Exclusive of publishers' own advertising)

STANDARD SIZE

Review of Reviews	Pages . 150	Lines 33,600
World's Work	. 142	32,308
Harper's Magazine	. 107	23,968
Atlantic Monthly	. 94	21,106
Scribner's	. 92	20,683
Century	. 74	16,623
St. Nicholas	. 43	9,632
Munsey's	. 32	7,168
Bookman	. 20	4,627
Wide World	. 18	4,078

FLAT SIZE

Co American		Agate Lines 46,085
Red Book	223	32,022
Cosmopolitan	182	26,088
American Boy	108	21,625
Metropolitan	123	20,996
Sunset	130	18,654
Motion Picture Magazine	120	17,175
Photoplay	119	17,076
McClure's	100	17,075
Everybody's	81	11,640
Hearst's	66	11,316
Boys' Life	76	10,249
Boys' Magazine	36	6,325
Current Opinion	22	3,080

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own

march storms/		
HARL BY ALL STREET		Agate
		s Lines
Vogue (2 issues)	723	114,471
Ladies' Home Journal	425	85,097
Pictorial Review	258	51,773
Good Housekeeping	311	44,371
Harper's Bazar	263	44,265
Woman's Home Companion	220	44,094
Delineator	217	43,536
Designer	167	33,411
Woman's Magazine	166	33,326
McCall's Magazine	140	28,095
Modern Priscilla	91	15,419
People's Home Journal	67	13,541
People's Popular Monthly.	. 52	10,197
Mother's Magazine	67	9,380
Needlecraft Magazine	45	8,575
Today's Housewife	38	7,794

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRY-ING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own advertising)

C		Agate Lines
System		57,101
Vanity Fair	290	45,841
Country Life in America	261	43,848
Popular Mechanics (pages)	177	39,653
House and Garden	164	26,002
Popular Science Monthly	151	23,052
Physical Culture	158	22,571
Electrical Experimenter	112	16,587
Field and Stream	111	15,982
Outers' Book-Recreation	104	14,963
Theatre	84	14,256
Association Men	93	13,100
House Beautiful	81	12,532
National Sportsman	87	12,477
Outing	71	10,152
The Rotarian	63	9,825
Illustrated World (pages).	33	7,504
Extension Magazine	39	6,529
International Studio	37	5,226

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own advertising)

Co	lumns	Agate
MacLean's	249	43,633
Canadian Home Journal	146	29,338
Everywoman's World	135	27,100
Canadian Courier		
(3 Mar. issues)	107	19,702
Canadian Magazine (pages)	59	13,216

VOLUME OF ADVERTISING IN MARCH WEEKLIES

(Exclusive of publishers' own

auvername)		
March 1-7	lumn	Agate Lines
Saturday Evening Post	351	59,741
Literary Digest	212	32,357
Town and Country	123	20,817
Collier's	82	14,020
Leslie's	49	8,479
Outlook	54	7,997
Scientific American	41	7,034
Life	43	6,022
Christian Herald	28	4,804
Independent	29	4,283
Judge	20	2,805
Nation	18	2,618
Churchman	14	1,978
Youth's Companion	9	1,950

222	PRINTERS			
MI ORDSTYNSTRADAM		Agate		
Co	olumi	s Lines		
March 8-14				
Saturday Evening Post		69,038	11.	
Literary Digest	250	- 38,148		
Town and Country	114	19,404		
Collier's	78	13,271		
Leslie's	71	12,094		
Scientific American	59	10,002		
Outlook	47	7,024		
Christian Herald	38	6,514		
Life	42	5,940		
Nation	30	4,224		
Independent	26	3,747		
Youth's Companion	13	2,702		
Churchman	12	1,722		
Judge		1,651		
March 15-21			-	
Saturday Evening Post	370	63,045		
Literary Digest	281	42,837		
Town and Country	112	18,925	3	
Collier's	101	17,240		
Scientific American	67	11,433		
Leslie's	66	11,220		
Christian Herald	53	9,093		
Outlook	60	8,900		
Youth's Companion	30	6,009		
Life	40	5,689		
Independent	33	4,790		
Judge	26	3,691		
Nation	23	3,288		
Churchman	11	1,588		
Earch 22-28				
Saturday Evening Post	420	71,517		
Literary Digest	302	45,975	1	
Collier's	107	18,283	1	
Leslie's	64	10,893	1	
Scientific American	59	10,136		
Outlook	50	7,450	1	
Christian Herald	40	6,836		
Life	40	5,680	1	
Nation	38	5,384	1.	
Youth's Companion	16	3,215	1	
Judge	19	2,720	13	
Independent	17	2,540	1	
Churchman	11	1,550	20	
MELAL SERVICE VALUE OF SERVICE			2	
Larch 29-31			2:	
Saturday Evening Post	369	62,760	2.	
	296	45,030	24	
Collier's	118	20,077	2!	
	69	11,755	6.	
Independent	39	5,610	-	
Scientific American	26	4,569	I	
Christian Herald	23	4,011		
Nation	17	2,393	31	
Judge	14	1,985	31	
Churchman	9	1,327	po	

Colum	ns Lines
Totals for March	
Saturday Evening Post	326,101
Literary Digest	204,347
Collier's	82,891
†Town and Country	59,146
Leslie's	54,441
Scientific American	43,174
*Outlook	31,371
Christian Herald	31,258
*Life	23,331
Independent	20,970
Nation	17,907
"Youth's Companion	13,876
Judge	12,852
Churchman	8,165
- doch llasta	

Agate

* Four issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

	auvertising.)		
			Agate
	Co	lumns	Lines
1.	Ladies' Home Journal	425	85,097
2.	System	399	57,101
3.	Pictorial Review	258	51,773
4.	American	322	46,085
5.	Vanity Fair	290	45,841
6.	Good Housekeeping	311	44,371
7.	Harper's Bazar	263	44,265
8.	Woman's Home Comp.	220	44,094
9.	Country Life in Amer.	261	43,848
10.	MacLean's	249	43,633
11.	Delineator	217	43,536
12.	Popular Mechanics		
	(pages)	177	39,653
13.	Review of Reviews		
	(pages)	150	33,600
	Designer	167	33,411
15.	Woman's Mag	166	33,326
16.	World's Work (pages)	142	32,308
17.	Red Book	223	32,022
	Canadian Home Jl	146	29,338
19.	McCall's Meg	140	28,095
20.	Everywoman's World	135	27,100
21.	Cosmopolitan	182	26,088
22.	House & Garden	164	26,002
23.	Harper's Mag. (pages)	107	23,968
24.	Popular Science Mthly.	151	23,052
25.	Physical Culture	158	22,571
	II B par amprol se	-ni	Orligon
La	rge Tractor Output	for	1919

The Department of Agriculture esti-nates the tractor output for 1919 at 14,936. This figure is based on re-orts filed in January and February of his year by the manufacturers.

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[†] Three issues.

You Dine in New York at the Ritz

TOU eat your breakfast next morning at the Detroit Athletic Club. All because it is possible to be borne across the miles on a railroad-bed of permanent stability.

Maintenance of way is as important in running your advertising as in running a railroad. The drive of your selling message, the persuasive charm of your copy are futile unless you run your advertising trains on tracks

and road-beds of permanent stability.

THE OUTLOOK offers you just such an advertising railway. It is a medium of permanent stability. It is not by accident that THE OUTLOOK keeps its firm hold year after year upon business, professional, and social leaders in their communities. Their confidence in us, and our confidence in them, have established bonds between us that could never have been established by any catchpenny, sensational, ephemeral policy, whooping up an enormous circulation to-day and losing it again to-morrow.

THE OUTLOOK'S policy of maintaining a medium of permanent stability has justified itself from the point of view of steadily increasing advertising revenues, as well

as steadily mounting net paid subscriptions.

In your search for road-beds of permanent stability upon which to run the trains of your advertising, we would suggest that, like more and more advertisers of permanent stability, you use THE OUTLOOK regularly, whether you are advertising a great hotel, a great railroad, or worthy merchandise of any kind.

THE OUTLOOK COMPANY

TRAVERS D. CARMAN, Advertising Manager

6 Beacon Street, Boston

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381 FOURTH AVENUE NEW YORK

122 S. Michigan Boul. Chicago

"PRINTERS' INK'S" FOUR-YEAR RECORD OF APRIL ADVERTISING

Constant of the Constant	Mark Control		10.000000000000000000000000000000000000	MONADO ANO	(15, 20 K)
GEN		[AGAZIN			W1.4.4
American Review of Reviews. World's Work Cosmopolitan McClure's Metropolitan Harper's Magazine Scribner's Red Book Sunset American Boy Hearst's Atlantic Monthly Century Everybody's Motion Picture Magazine Photoplay St. Nicholas Boys' Life Munsey's Boys' Magazine Current Opinion Current Opinion Current Opinion Current Opinion Current Opinion Current Opinion	1919 \$46,085 33,600 32,308 \$26,088 \$17,075 \$20,996 23,968 20,683 332,022 \$18,654 21,625 \$11,316 21,106 16,623 \$11,640 \$17,175	1918 \$30,196 21,574 21,196 \$21,189 \$21,899 \$23,664 \$20,101 17,688 15,344 \$11,414 17,466 \$16,889 13,132 12,261 \$2,261 \$2,261	1917 30,303 25,580 29,864 228,310 20,166 21,726 21,493 10,976 216,825 14,300 18,119 15,530 15,034 13,590 7,235 8,702 5,974 6,893	*25,529 21,616 17,153 12,008 *20,167 12,800 *19,691 11,376 6,350 6,861 8,302 6,314 9,457 5,620	106,188 99,941 90,144 86,594 84,998 74,673 70,219 67,060 66,191 66,015 61,164 57,652 50,642 42,921 40,884 37,521 34,639 28,151 26,654
Current Opinion	\$3,080	\$3,530	\$6,619	\$6,372	19,601
flat size.	424,494	314,829	364,848	351,656	1,455,827
*April issue dated May.	121,121	011,000	00.10.0	000,000	4,,,
A Theorem and the control of the control of	IFN'C N	AGAZINI	25		
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion Pictorial Review Delineator Designer Woman's Magazine McCall's Magazine McCall's Magazine Modern Priscilla People's Home Journal Mother's Magazine Needlecraft Magazine 1 Changed from standard to flat size. *New page size.	114,471 85,097 44,265 \$44,371 44,094 51,773 43,536 33,411 33,326 28,095 15,419 13,541 9,380 8,575 569,354	100,842 55,800 45,308 341,698 36,539 29,425 29,561 22,606 22,628 *35,702 10,829 10,571 8,643 5,247 455,399	115,735 58,369 58,937 242,956 34,730 32,476 26,125 22,660 22,494 16,630 12,711 11,522 10,500 6,331 472,176	42,134 52,074 29,291 27,550 26,000 24,234 19,170 19,234 15,008	200,584 158,316 142,913 139,674 123,456 97,847 97,682
Vanity FairCLA	ASS MA	GAZINES	53,383	59,348	194,576
Vanity Fair System Country Life in America. Popular Mechanics House and Garden. Popular Science Monthly Field and Stream Theatre Physical Culture House Beautiful National Sportsman Outing International Studio TChanged from standard to	\$57,101 43,848 39,653 26,002 \$23,052 15,982 14,256 \$22,571 12,532 \$112,477 \$10,152 5,226	36,004 \$45,927 34,480 30,294 26,498 22,340 15,482 10,871 \$14,770 11,747 10,248 \$9,769 5,237	39,197 47,097 43,036 29,470 26,373 16,650 16,128 10,813 14,675 13,442 9,318 6,114	31,136 42,504 33,096 25,519 18,001 16,800 19,916 10,798 13,896 14,882 8,874	173,361 167,929 146,079 107,489
flat size.	328,693	273,667	325,696	302,373	1,230,429
WEEKI	JES (S	March iss	mes)	C	2111111111111
Saturday Evening Post. Literary Digest Collier's Town and Country Leslie's Scientific American Outlook Christian Herald Life † Three issues. † Three issues.	326,101 204,347 \$82,891 \$59,146 54,441 \$43,174 *31,371 31,258 *23,331	222,607 140,276 61,622 †56,310 40,101 34,233 *27,892 *27,675 *21,565	226,888 124,212 89,149 †63,952 37,528 31,323 *44,229 *32,490 25,627	*130,281 *86,117 *64,413 †54,465 42,119 *33,423 29,848 27,529 26,888	554.952
1 mi	856,060	632,281	675,398	495,083	2,658,822
. A Date section		BUUM IN		namp)	Mary Strategy
GRAND TOTAL2	,178,601	1,676,176	1,838,118	1,560,377	7,253,272

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Talking About St. Nicholas!

"Parker, you've just used the expression business insurance. We agents hear a great deal about 'business insurance' just as we hear a great deal about 'reader service'—'dealer influence,' etc., etc. It has almost ceased to mean anything to hardened listeners like us.

I pulled up short! Were we, in our presentation of St. Nicholas, taking it too much for granted that our advertising friends were visualizing what we ourselves saw when we used the expression

"business insurance"?

"Mr. —, let me tell you a true story. Two nights ago a young woman was sitting with us at dinner. We had touched on the pudding and were discussing various other kinds of dessert. 'I like mince pie'! she said. 'So do we,' said her hostess, 'but I've never tried to make it. What kind should I get?' 'Nonesuch,' came the answer, quick as a flash!

"I was very much interested. I knew the young woman was in business and had never kept house so I continued the conversation. 'I haven't seen Nonesuch advertised in a long time,' I said tenta-

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tively. 'I wonder where you have seen it.'
"Why, I don't believe I have seen it recently-or even tasted it -but I remember a long long time ago my mother used to have it regularly, and once I got a doll from them for sending in so many of the girl's heads printed on the package. I remember distinctly that a part of the head had to be cut out in silhouette fashion to comply with the rules. It was a nice doll, too."

Mr. ---- it must have been twenty years ago that this young woman clipped out the trade-marks of Nonesuch Mincemeat and sent them on to The Merrell-Soule Co., in Syracuse. But she

remembers-and the minute the need for a mince pie filling comes up her memory flies backward over all the intervening years when she might have read dozens and dozens of other mincemeat filling advertisements, to the time when she saw something and did something that impressed her young mind-and she unconsciously suggests Nonesuch."

The agent drew a long breath. "I'm beginning to see what you mean by business insurance,"

Parker," he said simply.

"And, while we are on the subject-what do you know about 'child influence'?" I smiled as I asked him. The agent appreciated my efforts. "Nothing at all," he

asked him. The agent appreciated my efforts. "Nothing at all," he fibbed—"tell me another story."

"It ian't a story this time, Mr. —; it's a picture. A picture of the couple of hundred thousand healthy, happy, intelligent boys and girls who live in the 65,000 fine homes St. Nicholas enters each month. They are interested in the things they eat, the clothes they wear, the toilet articles they use. They want fun and recreation, music, books to read. They want their copy of St. Nicholas regularly, and if it doesn't come on the stroke of the clock they write to us about it. They read the advertising pages of interest to them—individual advertisements make their appecific appeal to their impressionable minds—and it's a hard-hearted parent who can withstand for long the determined youngsters of the St. Nicholas type and age."

"You're right about that. I've got two of the finest youngsters in the world, and they certainly do want most everything. They have a habit of knowing just how to interest their mother, and incidentally me, in their plans. Sure, I know all about child influence and wants."

"Well, then, Mr. —, why don't you advertise in St. Nicholas? If this fine

influence and wants."

"Well, then, Mr. —, why don't you advertise in St. Nicholas? If this fine market really exists, then why do you hesitate to sell your goods to these folk? You'll never do it if you keep on aaying 'wait until next year.'"

There was a certain gleam in my friend's eye as I left him which seemed to say, "I guess I'll do it. \$150.00 a month for a page in St. Nicholas is a good investment for today and for the future."

Soum Parker

The Little Schoolmaster's Classroom

THE young man with the big black-rimmed spectacles who sits in the seat behind me on the smoker every morning, and who has recently taken up advertising in a serious way, was talking yesterday on his new hobby. The man with him, was one who is using 65 lines single column in a list of eight magazines to sell a kitchen utensil.

"I have been looking into this matter of position for copy pretty thoroughly lately," said he of the spectacles, "and have spent considerable time in concentration and research work at the library. As a result of my work I am convinced that you are entirely in error when you request the magazines to place your advertisement on the right-hand instead of the

left-hand page.

"Let us look back into history for a moment. In the beginning, perhaps even before word of mouth advertising, man used the sign language to advertise. All signs denoting words, your modern copy, were made with the right hand. This naturally compelled the person signalled to—your modern reader—to look up and to the left.

"From this early tendency there grew the habit to aim a gun or other object slightly toward the left, a habit which had to be corrected in every training camp during the war. Look outside, see that automobile turn to the right in passing another coming in an opposite direction, that action is a habit descended from the same original sign language, the driver wishes to watch the other by looking to the left—due entirely to evolution. Many other apparently obscure tendencies to glance first to the left when analyzed are found to come from the same original source. Naturally from this ancient training we all look first to the top of the left hand page when turning over a book or magazine page. You would undoubtedly,

therefore, very greatly increase the number of inquiries you now receive from your advertising by insisting that those magazines in which you spend money shall run your copy not on the right-hand page as they now seem to do but on the top of the left-hand

page.
"If you had ever analyzed it as carefully as I have, the thought would surely have occurred to you that it was no more than logical to seize the advantage which has come from an age-long development of an original primary instinct in human nature.

"I am going to give a little talk on the subject at the ad club next Tuesday night. Not at all, don't mention it, my mind is just naturally analytical."

And the young investigator was gone—he got off the train at Harrison.

The Schoolmaster has enjoyed reading many erudite articles in his (as the newspaper funny columnists would say) favorite periodical, on the sectional demand for merchandise. And lunching with several executives at the Victor Club at Camden recently, he projected the subject into the sprightly conversation.

Where does jazz reach the pinnacle of its syncopated popularity? In what sections do the "blues" most make their haunting indigo appeal? Do farmers like grand opera and are ukelele melodies played by record on the beach at

Waikiki?
This is what

This is what the Schoolmaster was informed: There is a deep religious strain throughout the Central West and parts of the South, which manifests itself in an unquenchable demand for sacred records such as "Abide with Me." But in curious contrast, the South also furnishes the most voracious market for jazz. In Texas they like both jazz and "blues"—but there is little liking for such

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Wright

Keeping Good Company—

In selecting advertising media it is not unwise to consider the company in which you may find yourself. A line-up that includes these, for example, is one you may feel pride in joining:

Arkansas Soft Pine
Atkins Saws
Beaver Board
Black Rock Wall Board
Casey-Hedges Boilers
Chicago Steel Posts
Cunningham Oxy-acetylene
Equipment
Disston Saws
Eisendrath Gloves
Federal Motor Trucks
General Electric
Graton & Knight Belting

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Green-Tweed Packing
Johns-Manville
Long-Bell Branded Lumber
Lunkenheimer Valves
New York Belting &
Packing
Ohio Grease
Rogers Trailers
Shapleigh Hardware
Simonds Saws
Upson Wall Board
Walsh & Weidener Boilers
Waterbury Rope

and many other advertisers of the same class. These, you will find, are all represented in

LUMBER

Some of them, properly, are using the MANUFAC-TURERS' EDITION to reach the Saw Mill Field, while others, logically, are using the DEALERS' EDITION to reach the Department Stores of the Building Business.

Recent Bulletins describing these fields are awaiting your request.

JOURNAL OF COMMERCE COMPANY

PUBLICATION OFFICE : Wright Building, St. Louis EASTERN EXECUTIVE OFFICE: 243 West 39th Street, New York

Who Wants Him?

A Sales Manager (Gentile) now with a concern doing a business of three million dollars a year wants to make a change for the best reason in the world.

He

Can produce business at a cost that leaves a most satisfactory profit.

Can build, maintain and get maximum results from a sales force.

Is able to analyze and handle inside details so that they mean something.

Can write sales copy that "gets home."

Knows how to make the U. S. mails work for him.

Wants a permanent connection where his experience and ability can be utilized to the utmost.

Do YOU Want Him

Address
SALES BUILDER

SALES BUILDER
Box 89, Care Printers' Ink

Advertising Manager Desires Change

Head of big advertising organization distributing farm product through dealers, desires to make change in near future to improve living conditions.

College man, backed by ten years successful experience.

Address D, Box 93 - Printers' Ink

ART DIRECTOR



giddy melody in Virginia. The appreciation for grand opera and alleged highbrow offerings is most evident in the East and California. The big city stores are kept working overtime wrapping up dance records—and where do you think the Uncle Josh rube monologues go best?

Right! The rural neighborhood and country hamlet get the most fun from satires on the hick of

days gone by.

Your preceptor was also interested in a commentary on the efficacy of advertising indicated by the simultaneous introduction of new popular song records. fore sheet music was nationally advertised, it took a period of several months for the latest Broadway melody to percolate to the remote corners of this mammoth continent. A song that made a hit in New York would result in a run on the local Victor shopsbut the zenith would not be achieved in Chicago until three months afterwards, and perhaps six months would elapse before it was asked for in the stores of San Francisco.

But now the demand springs up with mushroom growth—simultaneously wherever the particular selection is likely ever to be popular. Part of this is due to increased public travel. But most of it, according to Victor officials, can be attributed to the national advertising of sheet music.

The auditor for a w.k. business organization once placed on the desk of the managing director a most astounding set of figures. It was the result of a week's work—a diligent analysis of each traveler's expense account, with particular reference to the item of cigars. Fifty cents a day for Flor de Fandangos was not deemed extravagant. But when the same insignificant half-dollar was multiplied by 250 (representing the number of men) and that total in turn multiplied by another 250 (representing the working days in a year) the staggering total of \$31,250 was reached.

Wow!

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But the enterprising auditor came not with a suggestion for the elimination of the smoke fund—although the figures would perhaps advise the need for strict supervision of this item. His recommendation was that since more than a thousand cigars were given out gratis each day, it would save money for the firm were they to contract at wholesale—thereby reducing the price. Moreover, purchasing in such quantities, the auditor thought they could easily have their own trade-mark design embossed upon the scarlet and gold band—free publicity!

And who do you think queered the deal? The advertising manager! It was not that he was myopic to the press-agent appeal of the scheme. But he reasoned that were salesmen's cigars looked upon as nobby souvenirs, there would be a mad scramble by maybe-customers with greedy fingers and smoke-thirsty palates looking for free smokes. And instead of a mere thirty-one thousand the bill at the end of the year would more likely aggregate a quarter of a million. So the bright hunch was kiboshed.

The Schoolmaster knows another institution, however, which purchases for its inside staff, cigars—all done up with nifty little trade-marked bands. Bought at wholesale a considerable saving is effected—but the prime reason for

ALBERT R BOURGES CONSULTING PHOTO ENGRAVER

FLATIRON BUILDING NEW YORK CITY

If You File Rate Cards You Need Barbour's Rate Sheets

Write Us Today
538 South Clark Street, Chicago

Advertising Manager Wants an Unusual Job

Man with well-rounded agency experience seeks opportunity where sales development requires intelligently planned merchandising and advertising-executive ability, with proven record of constructive advertising development. Requires \$5,000 and opportunity, preferably with food-product. "R. F.," Box 91, Printers' Ink.

BUILDINGS

cand BUILDING MANAGEMENT reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and manineannes. A rich field for advertisers.

139 N. Clark Street Chicago

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 5,000 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row

New York

The leading influence in an important new industry



Sample copy and rate card upon request 418 So. Market St., Chicago



Need a Real Sales Correspondent! A sales correspondent who knows and practices modern method of sales letter writing that gets results would connect with fast-growing manufacturing concern or with live newspaper in town of 50,000. Chicago or Middle West preferred. 6 years' advertising experience; 28 years old; now employed. Address "Bales Correspondent," 833 Peoples Gas Building, Chicago, Illinois.

DON'T FORGET!

That we re-ink used Multigraph, Mul-ticolor or Writerpress ribbons in any color good as new and pay return charges. Means money saved.

Write for a sample letter duplicated with a re-inked ribbon.

INKED RIBBON SUPPLY COMPANY 702 Silvey Bldg., Atlanta, Ga.



Tractor—Implement— **Automobile Manufacturers**

Advertising manager with enviable record. In several of the largest companies in the business will be available before summer.

Address I, Box 92 - Printers' Ink

"CLIMAX"
A PAPER CLIPS
Pat. Dec. Paper Clip on the market
Recommended by efficiency experts. Prices F. O. B. Buffalo. Parked 10,000 to the Box.
10,000 15c per 1,000 50,000 16c per 1,000 100,000 8c per 1,000 500,000 7c per 1,000 1,000,000 6½c per 1,000
Order Direct from Buffalo Automatic Mfg. Co. 47 Washington Street, BUFFALO, N. Y.

the plan is neither economy nor advertising.

Department heads who smoke during working hours formerly consumed weeds of varying shades of blackness, with a resultant nerve irritation at the tag o' day. It was suggested that if the company supplied cigars at cost, a milder domestic tobacco could be substituted -and the smoke lethargy which spread around after lunch would be banished through more sensible smoking.

Bobbie Burns, please copy.

Norwegian Shoe Trade Conguered By America

It is estimated that more than 300,000 It is estimated that more than 300,000 pairs of American-made shoes have been ordered for shipment to Norway since the War Trade Board lifted its restrictions and issued licenses for export. Reports renching here from Norway led to the assumption that the American to the assumption that the American shoe trade has practically captured the entire Norwegian market for that commodity. The initial purchase is said to have been made by the Norwegian Government, who immediately upon the signing of the armistice ordered 100,000 pairs of shoes here.

A Christiania report stated recently that the market being practically flooded with American products, the situation is with American products, the situation is very bad for native manufacturers and added that "conditions are expected to become still worse owing to the forma-tion of a strong Norwegian-American combine with a capital of \$5,000,000," and that several Norwegian manufac-turers were forced to suspend production.

This resulted, it is stated, in a denial by the secretary of this association, who stated that raw materials were very scarce in that country, and by virtue of these shortages the concerns had to suspend operations.—Women's West.

Care of Clerks' Feet Aids Sales

The Filene Company engages the services of a chiropodist at very low cost, enabling their salespeople to have their foot trouble corrected and render them better fitted for the arduous work of standing on a hard floor the greater part of the day.

The same arrangement was made with a shoemaker for the straightening of crooked heels, as it was found that a salesperson with crooked heels was as unsatisfactory as one with aching feet. "Both these little innovations help make salespeople happier and better able to sell merchandise," says the employment manager.—Philadelphia "Retail Public Ledger."

Capable tor and leadi Address

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Experier Advertis with all graphing order State ful salary ex

> Artist tractive and oth previou and cor M. E.,

ADVERT copy writ newspaper Eng., N. Ia., and M \$25 to \$50 your requ FERNAL National 1

Wanted: 3 lication de ufacturer have had and prefer lege traini scriptive a in editing experience 807, care

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Capable experienced advertising solici-tor and trade correspondent, to locate in Cincinnati and cover Ohio, wanted by leading publisher of business papers. Address Box 785, care of Printers' Ink.

Advertising Manager for monthly magazine with largest circulation in its field. It's a big job and we are willing to pay a big salary to the man who can handle it. Give full particulars regarding past experience and salary you think you can earn. Box 784, P. I.

Experienced young man as assistant to Advertising Manager, one who is familiar with all branches of printing and litho-graphing, handling of estimates, placing of orders, following up deliveries, etc. State fully qualifications, experience and salary expected. Box 788, Printers' Ink.

Artist wanted who can originate attractive designs for paper wrappers and other advertising matter. State previous experience, references, age, and compensation wanted. Address M. E., Box 800, care Printers' Ink.

ADVERTISING SOLICITORS and ADVERTISING SOLICITORS and copy writers wanted for over twenty newspaper positions now open in New Eng., N. Y., N. J., Ga., O., Ind., Ill., Ia, and Mo. Salaries offered range from \$25 to \$50 a week. Write fully, stating your requirements. Registration is free. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

Wanted: Young man, about 25, for publication department of an electrical manufacturer of the Middle West. Must have had experience in electrical line nave nad experience in electrical line and preferably electrical engineering col-lege training. Must be able to write de-scriptive articles and folders and assist in editing shop newspaper. State age, experience and salary required. Box 80°, care of Printers' Ink.

TWO MORE COPY LAY-OUT MEN WANTED AT ONCE

Agency experience essential. If you are a specialist in automotive, agricultural or mechanical copy, so much the better. Must have initiative and ideas. A real opportunity here. Important better. Must have initiative and ideas. A real opportunity here. Important work, fine cooperation of all departments. This is a delightful home city. You'll enjoy living and working here. Give experience, age and salary required. Send samples. Address by letter only, Mr. Smith, The Manternach Co., Hartford, Conn.

Exceptional opportunity in Canada for man to take charge of the Advertising Office in one of the rapidly growing departmental stores. One with executive capacity and skilled in "lay out," with good judgment of the news value of the merchandise offered. State experience. Apply Box 802, Printers' Ink.

SALES MANAGER WANTED
Large manufacturer of food products
located in the South wauts sales manager. Must be experienced and be able
to direct sales force that will meet keen
competition. Splendid opportunity for
right man. Give full details about past
experience. All replies will be treated
with strictest confidence. Address: Food
Product Manufacturer, care of Chambers
Agency, Inc., New Orleans, La.

WANTED: Editor for Jewelry Magazine. A man thoroughly qualified to take complete charge and edit a live magasine for Jewelers. Must have experience in the jewelry magazine field and must write or obtain the necessary text matter of sufficient interest—the kind which every Jeweler will read. Headquarters at Chicago. State why you believe you are the man for the place and starting salary. Address 614 Harris Trust Bldg., Chicago.

WANTED—Advertising and Mail Order Man—able to write forceful letters and lay out and write business-getting copy for catalogues and advertising literature. Experience in general mail order merchandise or "medicine wagon" lines desirable. Man who can demonstrate his ability can soon become assistant to president of a successful going business in live Wisconsin City. State age, experience and starting salary expected. Box 806, care of Printers' Ink.

Advertising Department of a nationally known automobile distributor has an opening for a young man as assistant. opening for a young man as assistent. The opportunity is exceptional, and so must be the man who will successfully fill it. A little knowledge of printing and advertising with some ability to write simple English will help, but what is wanted primarily is the right material that can be developed to fill an importunt post. tant post.

tant post.

That means tact, pleasing personality, quick and accurate thinking, ability to work under high pressure and keep his head, willingness to subordinate all other interests to that of making good in a big way. The work will be hard and the hours long, but it is a real opportunity for the right man. Preference for man who has recently been in the Service. Service.

Service.

Do not answer this advertisement unless you thoroughly qualify. Then give full particulars, including salary expected, and address Motor, Box 799, care of Printers' Ink.

Wanted: Artist, photo retoucher; must have had experience in Photo-Engrav-ing Establishment. Good place to work and steady position to right man. Ad-dress Box 798, Artist, care of Printers' Ink

MISCELLANEOUS

WE BUY USED ADDRESSOGRAPH MODEL C PLATES AND TRAYS. NAME BEST CASH PRICE AND MAIL INVENTORY TO LE CLAIRE-KING CO., DAVENPORT, IOWA.



I WANT a suggestion or an idea for a novelty, publication, scheme, device, or any legit-imate plan that will keep my \$200,000 lithographing, printing and binding plant going on a non-competitive basis. A good proposition awaits the party A good proposition awaits the party whose suggestion we can adopt. Ad dress Box 781, care Printers' Ink.

PORCELÁIN ENAMEL SIGNS COST LESS IN THE END THE PORCELAIN ENAMEL & MFG. CO BALTIMORE, MO

Printing Plants and Businesses Bought and Sold

Printers' Outfitters American Type Founders Products

Printers and Bookbinders Machinery of Every Description

CONNER, FENDLER & CO., Ninety-six Beekman St. New York City

POSITIONS WANTED

Typographer, layout man—buy print-ing, etc. Advantageously (practical printer). Moderate salary if good op-portunity in New York or vicinity. Ad-dress Box 786, Printers' Ink.

Manufacturer desiring representation in Milwaukee communicate with H. Roth, 374 28th st.

On half-day basis. Ten years' experience in figure lettering and designs, both in line and color. Moderate salary. Box 797, Printers' Ink.

ADVERTISING EXECUTIVE and salesman 35 years of age with thorough knowledge of agency work in all its branches including accounting available at once. New York or Boston district preferred. Box 790, Printers' Ink.

DISCHARGED FROM ARMY
Commercial Artist seeks position with
a trade journal where he will have the
opportunity of learning to write copy.
Has had a good education, Box 787,
Printers' Ink.

Young man, 19, high school graduate; sufficient experience to intelligently assist in sales or advertising office; stenographer, typist; has sold merchan-dise and advertising space; New York or vicinity. Box 804, Printers' Ink.

CLASSIFIED MANAGER desires connection with first-class New England paper. Thoroughly familiar with classified advertising, will take entire charge of working force and produce results. Box 803, Printers' Ink.

Technical or Semi-Technical Manufacturer
Agency man now employed wants to
change. Considerable experience enchange. Considerable experience en-graving, layouts, printing. Write clear, convincing copy. Four years mechan-ical experience. Age 24, married. Box 783, Printers' Ink.

Foreman Pressroom

Would like to engage with firm that wishes to improve quality and quantity. Process color, catalogue and job. Am not a "bluff" and can make good. Best of references. It will do no harm to write me and may be of benefit. Box 794, Printers' Ink.

EXPERIENCED PUBLISHING EXECUTIVE SEEKS CHANGE

EXECUTIVE BEERS CHANGE
I know a man of exceptional publishing experience in trade and export
paper field who would make excellent
addition to publishing, advertising or
export organization. He knows all ends
intimately—business, advertising, editorial, circulation and printing. Has originality, initiative and aggressiveness.
Address Box 793, Printers' Ink.

Just Released

Naval Reserve Officer, after duty overseas.

- Formerly associated with a prominent
- Advertising Agency as "copy" man. -Eight years' practical experience in advertising work.
- -Proven ability.
- -Knowledge of House Organs and Technical Subjects.
- -A link-up with a manufacturer or agency is desired.

Box 808, Printers' Ink.

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Do YOU Have yo of good best agric I can off to a stron of refere

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A trained, under fort work in ci change for tific accoun tary-treasur help and in a large that is the formation, miliar with tail and e large volum ing knowled connection 805, care P An officer, returning to States this Spring, wishes to use the experience gained while manager of college daily, \$13,000 annual, and monthly, and with a national monthly, with a large publication as asst. to bus. mgr. or adv. mgr. Box 780, Printers' Ink.

A man of executive ability and push that will make his general advertising experience of value to the employer, has been released from service as an officer in the Navy. Desires a permanent job as advertising manager or assistant to big executive. Box 782, Printers' Ink.

Advertising—Editorial Assistant—Associate Editor of trade magazine, possessing thorough knowledge of printing essentials, desires opening with advertising agency, or in editorial department of newspaper. An aggressive worker, with initiative and a record for tep-notch service. Box 795, Printers' Ink.

Do YOU Need a Northwestern Manager! Have you a High Grade Staple, Common Commodity, or Specialty, Capable of good volume and profits for this, the best agricultural territory in this Country. I can offer 25 years practical Organization Selling and Advertising Experience to a strong, reliable, going concern. Best of references. Address "Manager," 716 McKnight Bldg., Minneapolis, Minn.

Former Circulation Manager, several years' experience North and South America, is about to be discharged from the army. Seeks executive job with large publishing house where advancement is CERTAIN for men of talent. College education, widely traveled, unusual attainments, 29 years old, married. Salary to start \$3,000, Box 796, Printers' Ink.

MAGAZINE DOCTOR

Young editor (overseas combatant officer just discharged) is open for engagement as directing editor or editor of one or more general or class magazines. Preference for established publications which have begun to slump and need rebuilding with infusion of new, practical ideas for appeal to public and advertisers. Excellent record of accomplishment and finest personal references. Write Box 801, Printers' Ink.

A trained, experienced newspaper man, under forty, with several years' varied work in city of over 200,000, wishes to change for personal reasons. A scientific accountant, office manager, secretary-treasurer, accustomed to handling help and planning and systematizing in a large way. Have built a system that is the last word in comparative information, coat accounting, etc. Familiar with circulation, both inside detail and city promotion. Conversant with handling foreign advertising and large volumes of correspondence. Working knowledge of all departments. Seek connection with a city newspaper looking for an all-round man. Address Box 305, care Printers' Ink.

MANAGING EDITOR of seven years' experience about to be discharged from the Army with the grade of Captain, seeks engagement, preferably in the Southern newspaper field. Is thirty years old, married, a college and university graduate. Has had weekly, small city daily, and metropolitan experience. Salary \$4,000 and the privilege of earning an interest. Address Box 779, care Printers' Ink.

MORE THAN A BOLICITOR
A young married man having had a
unique experience in the building of
publications is desirous of becoming
connected with a live publishing house
where successful share selling, letter
writing, folder making, and creating a
dealer influence is wanted. Where hard,
intelligent, conscientious work is needed.
Where there is a real opportunity. If
you want a man of this type please
communicate with Box 792, Printers'
Ink.

PRINTING PRODUCTION AND OFFICE MANAGER

Have you an opening for a man who can analyze your office and production methods, place his finger on the weak spots, straighten out the kinks to remove friction, save time, and decrease cost? Let's talk it over. Unusual production system and cost experience. Best of references. Christian. Total abstainer. Address Box 791, Printers' Ink.

PUBLICITY PROMOTER open for advertising position—preferably in the West.

A good ad writer and a great believer in having all copy psychologically correct. Am especially fond of house organ work. Have no trouble getting an idea into words, and my articles are always interesting.

My experience includes handling all details connected with an ad man's work. Graduate applied psychology.

Address your letter, Apt. A, 1107 So. 8th Street, Tacoma, Wash.

A WOMAN

Who for ten years has been recognized by magazines and newspapers as an authority in all matters pertaining to food.

Who is a well-known and popular lecturer on domestic science and food preparation,

Who is the author of one of the heat selling cook books on the market,

And who was the first army dictitian appointed by the Surgeon General, U. S. A.,

After a year's service in France desires a position where her experience and knowledge will be appreciated.

Address Food Expert, Box 789, Printers' Ink.

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Reaching the Purchasing Power of Chicago

Located at Michigan Boulevard and Park Row, facing due north, is one of the most effective electric spectacular displays in the world, reaching practically the entire purchasing power of Chicago.

Conservatively estimated, 50,000 automobiles pass this location in 24 hours—100,000 visitors to Chicago daily see this display, making it national in character.

It plays to many of Chicago's finest hotels, clubs and theatres—to the entire "Parade Ground of America."

Full description with photographs will be submitted on request.

Thos. Wsack O.

CHICAGO

NEW YORK

Largest Advertising Company in the World



TAKING THE BLUE SKY OUT OF ADVERTISING

THE CHICAGO TRIBUNE believes that it is a waste of money to advertise a product distributed through the retail and jobbing trade — without first supplying that trade with merchandise to satisfy the demand created.

The old theory that advertising forced the reader to ask the dealer, until distracted dealers besieged jobbers who in turn sought the manufacturer— had two weak points. The advertiser was usually "broke" before the cycle was completed; and the reader was already satisfied with something else To remedy this condition and make advertising truly efficient, The Tribune established an extensive Merchandising Service of its own

This Service does not sell goods for any advertiser; but it does furnish specific, practical plans and merchandising facts for selling The Chicago Territory. Under Treibure direction, many an advertiser has sold more than the cost of his campaign before it opened; and the campaign was successful because the goods were there when asked for. Stories of these sales campaigns will appear here later

THE CHICAGO TRIBUNE is prepared to direct your sales and advertising campaign in The Chicago Territory, the five states of Illinois, Indiana, Iowa, Michigan and Wisconsin.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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NEW YORK